LIFE



TEXAS COED

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WITH men of music, science, letters—with business and social leaders—Parker "51" is the preferred writing instrument. Famed on every continent—known in every language—no other pen is so desired.

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See the Parker "51" of your choice today. Colors: Black, Blue Cedar, Dove Gray. $12.50 and $15.00. Pencils, $5.00 and $7.50. Sets, $17.50 to $80.00. Famous Parker Vacumatic Pens, $8.75. Pencils, $4.00. The Parker Pen Company, Janesville, Wisconsin and Toronto, Canada.



Parker "51"

"Writes dry with wet ink!"

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IN THE HAND OF ALBERT SPALDING

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When these germs descend on you . . . GET AFTER THAT COLD

Gargle LISTERINE ANTISEPTIC *Quick!*

THE great value of Listerine Antiseptic as a precaution against colds is its ability to kill with safety vast numbers of the so-called "secondary invaders," a potentially troublesome group of bacteria that, even when a cold is initiated by a virus, can cause much of the misery you know so well.

These "secondary invaders," including germs of the pneumonia and streptococcus types (see illustrations above), can complicate a cold by staging a "mass invasion" of the throat tissue.

Gargle early and often

If you have been in close contact with other cold sufferers, if you are tired, if your feet get wet or cold and you have been exposed to sudden temperature changes, gargle Listerine Antiseptic at once!

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Tests showed fewer colds

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Listerine Antiseptic's remarkable effectiveness against colds has been demonstrated in tests made over a 12-year period. Here is what the test data revealed:

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LAMBERT PHARMACAL COMPANY, *St. Louis, Mo.*

Germs Reduced up to 96.7% in Tests

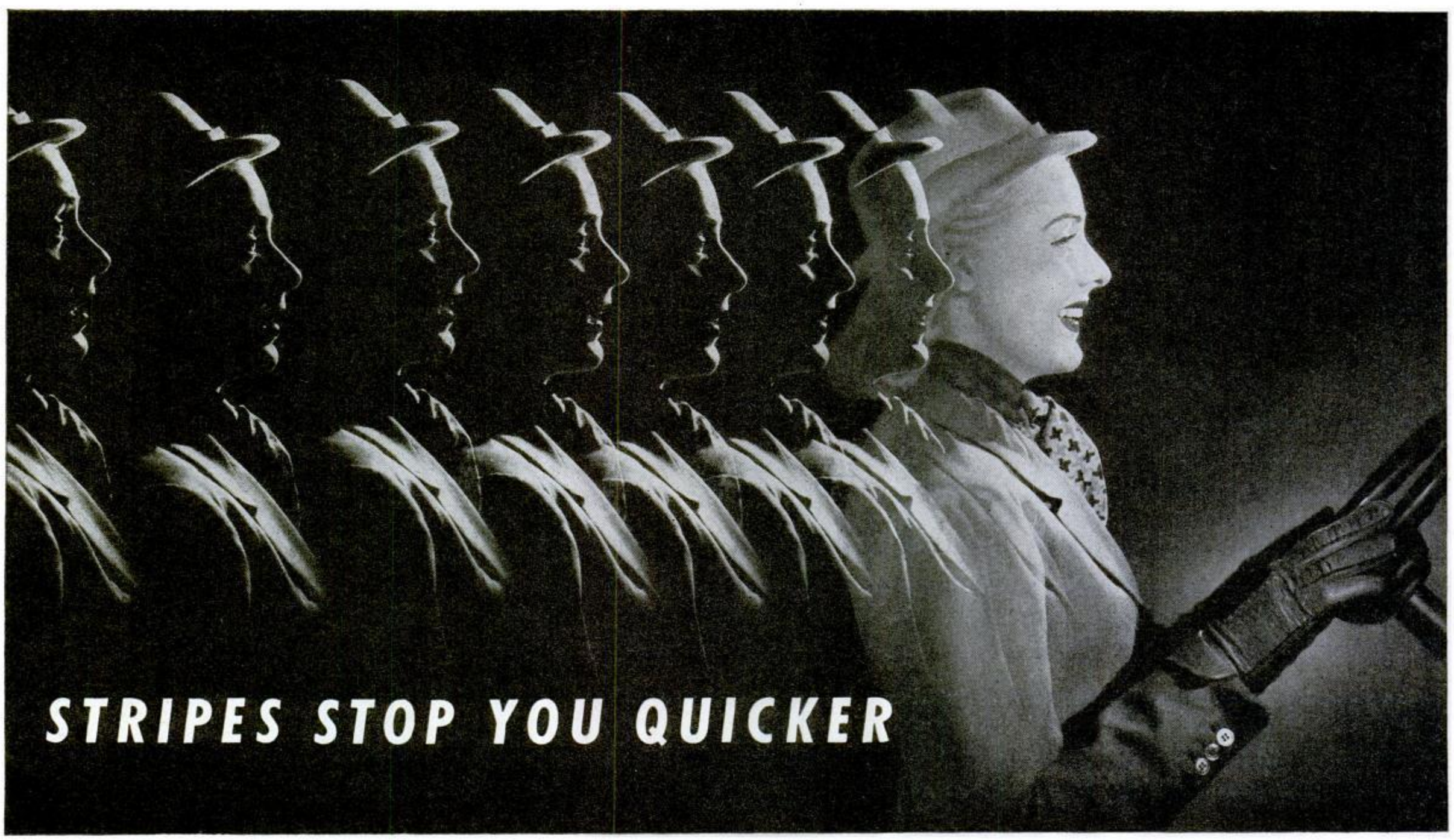
Fifteen minutes after a Listerine Antiseptic gargle, tests showed bacterial reductions on mouth and throat surfaces ranging up to 96.7%, and up to 80% one hour after a Listerine Antiseptic gargle.

In tests over 12 years, FEWER COLDS, MILDER COLDS for LISTERINE ANTISEPTIC USERS

This One
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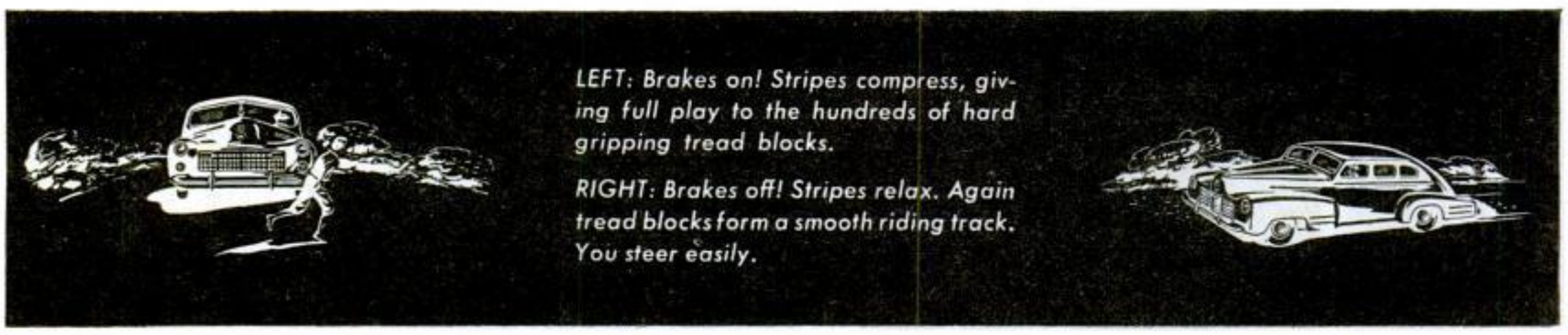
Shortages of the materials we demand limit the production of Safti-Flights. But if you see your Fisk Tire Dealer today you may be among the first to enjoy their greater safety, easier steering and longer mileage.

FISK

Safti-Flight

THE SAFETY STRIPE TIRE





LEFT: Brakes on! Stripes compress, giving full play to the hundreds of hard gripping tread blocks.

RIGHT: Brakes off! Stripes relax. Again tread blocks form a smooth riding track. You steer easily.

FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

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HERE IT IS AGAIN!—WITH THANKS FOR YOUR TREMENDOUS AND ENTHUSIASTIC RESPONSE TO OUR LAST ANNOUNCEMENT!

Please Accept WITH OUR COMPLIMENTS

This Valuable 512-Page Encyclopedia Volume!

[ALL WE ASK YOU TO PAY IS TEN CENTS TO COVER COST OF MAILING IT TO YOU]

SOME weeks ago this amazing offer announced in this and other magazines made publishing history. We had set aside only 1,500 volumes for free distribution to readers of this magazine—but the immediate and unprecedented response was enough to swamp all our facilities.

We had to pause and reconsider. We had to make basic changes in our advertising program so that we would have enough gift volumes to go around, and full sets to supply to those who wanted them.

As a result we have been able to ship free books to all those who applied for them from this magazine—and we are glad to express our thanks by actually REPEATING THE ORIGINAL OFFER to take care of many hundreds of readers who failed to write in the first time—and who now want to take advantage of the extraordinary offer we made.

So, HERE IT IS AGAIN—the same astonishing offer we made before—and the same complete explanation of it, all unchanged. You now have the same opportunity that the others had, and since they have already received their gift volumes, you may be interested in reading below some excerpts from letters they have written us.

WE ARE now on press with our new Winter 1947 Edition of the Funk and Wagnalls New Standard Encyclopedia, which in previous editions sold over 15,000,000 volumes.

This latest edition, newly revised, we have allocated among the newspapers and magazines carrying our Winter advertising program. In accordance with this plan, we have set aside 1,500 sets for readers of this magazine, and now invite you to become the owner of a set—making this extraordinary offer to enable you to become acquainted with the volumes before you decide to buy.

We want to send you Volume I with our compliments. Merely send us 10¢ to cover our mailing cost—more as evidence of your good faith than anything else. If, after examining Volume I, you want the rest of the 27-volume set, you may receive it at a ridiculously low price through our book-a-week plan, explained later in this advertisement. If you want no further books, you merely drop us a postcard saying so, and that ends the matter.

Some Facts About This Encyclopedia

We will enclose with Volume I a pamphlet giving the facts to show that this is one of the finest encyclopedias anyone can buy for home use—unsurpassed by any other at any price.

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Each volume is as up-to-date as human ingenuity can make it. This edition has been revised to cover events of the past year, and each volume, as it goes to press, is brought finally up-to-the-minute. Our unique book-a-week delivery plan, bringing you the volumes as they come off the presses, makes it the most up-to-date of encyclopedias.

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Editor-in-Chief of the original edition was Frank H. Vizetelly, the beloved "Viz" of radio fame, and editor of the unexcelled Funk & Wagnalls New Standard (unabridged) Dictionary. Surrounded by a host of authorities in many fields, he brought this immense work into being.

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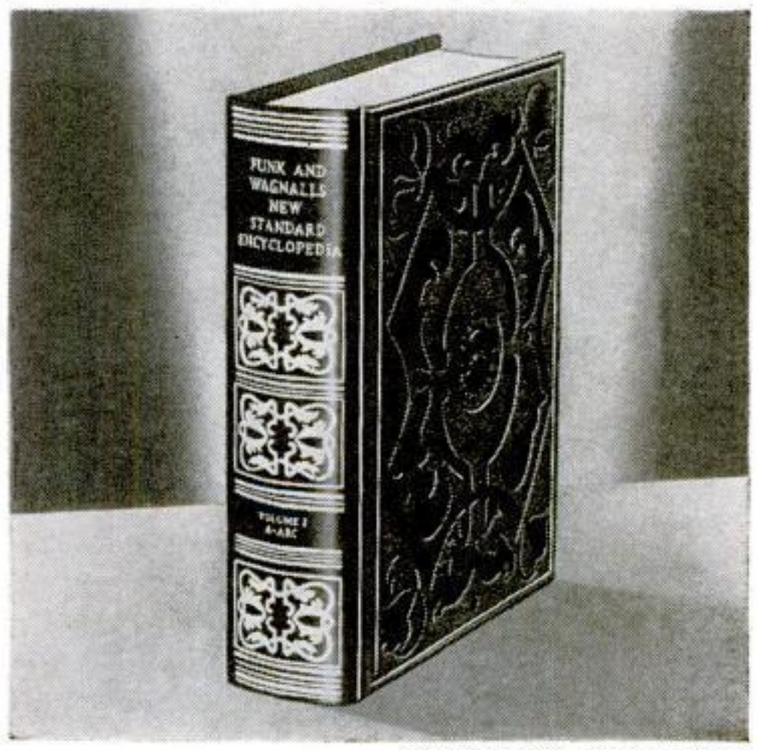
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"I consider this the most satisfactory Encyclopedia for my use I have ever consulted. My two sons, 8 and 4 years of age, respectively, and eager to learn, will soon begin and continue through the years to feast on its very interesting, well-arranged and inspiring wealth of information." Mr. W. A. T. M.

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The Picture Tube that brought "life" to television

The screen on your home television table model receiver is the face of a large picture tube. And the skater you see on the face of the tube is the *identical twin* of the skater being televised.

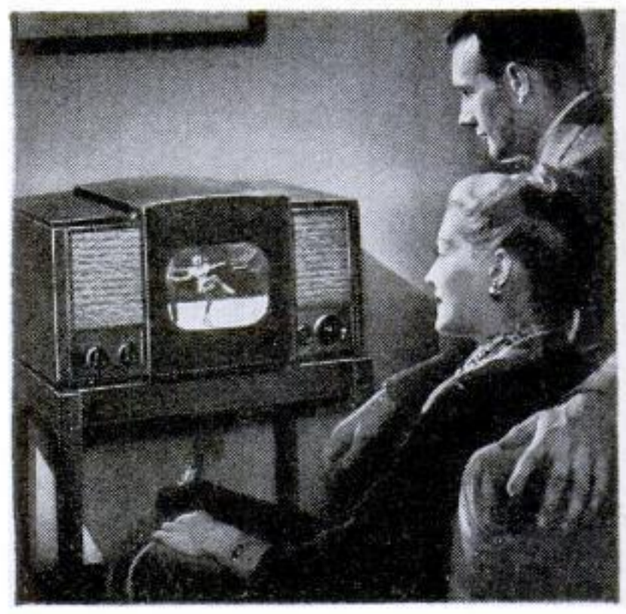
Pioneering and research in RCA Laboratories led to the development of this tube which allows none of the original realism to be "lost in transit." It reproduces everything the television camera sees, shows you every detail, keeps the picture amazingly lifelike and real.

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RCA Laboratories has made possible outstanding advances in every phase of television. And for television at its finest, be sure to select the receiver bearing the most famous name in television today—RCA Victor.

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Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P. M., Eastern Standard Time, over the NBC Network.



Exclusive "Eye-Witness" feature on all RCA Victor home television receivers "locks" the picture in tune with the sending station. It assures you *brighter, clearer, steadier* pictures —as steady as a picture hanging on a wall. If television is available in your vicinity, ask your RCA Victor dealer for a demonstration.

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FLEXIBLE SYNTHETIC

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New! Exclusive! Only G.E. brings you this Two-Control Automatic Blanket! And what a blessing it is for couples who like different degrees of lull-to-sleep warmth. Two simple controls—one for each half of blanket—function independently, and *automatically*. Husband selects *his* favorite sleeping temperature—wife selects *hers*. No more "family disputes" over amount of covers needed.



G-E Bedside Control is compact, about the size of a pack of cigarettes. *Entirely automatic.* Set Control only *once* a season. When room temperature drops, G-E Control sends more warmth into blanket. If room temperature rises, less warmth goes into blanket. Thus, YOU are kept at *always-even* sleeping temperature you like best!



Count your savings! Remember, ONE downy-light G-E Blanket (about 5 lb) takes the place of THREE regular blankets (about 15 lb). Saves storage space, saves bedmaking. Saves buying winter night clothes. Cuts laundry bills (G-E Blanket launders beautifully—washing instructions included). Operating cost, about two cents a night.

Undisturbed slumber—all night, every night —thanks to

G-E AUTOMATIC SLEEPING COMFORT

G-E AUTOMATIC BLANKET keeps you snoozy-warm under ONE light covering. Has more than 200,000 satisfied users singing its praises. One-Control or *exclusive* Two-Control models!

ONCE A SEASON, and *only once*, you set the Bedside Control on your G-E Automatic Blanket for the sleeping warmth you prefer!

Then at night, just before you "turn in," turn your blanket on. Mmmmm—how heavenly, snuggling into a bed that's sunny-warm—*prewarmed* from corner to corner. *Stays* that way, too—*automatically*.

You'll love the all-night coziness of slumbering under a feather-light G-E Automatic Blanket. For G.E. really brings you the last word in automatic sleeping comfort!

Remember, G.E. *pioneered* automatically controlled blankets in 1936—made the great majority of electrically warmed flying suits worn by our Army Air Forces. And today—as a result of vast research on body temperatures of sleepers—the G-E Automatic Blanket is *new, improved*—brings thousands of unsolicited compliments, like this . . . "Used a G-E Automatic Blanket for three years. Perfect. Never liked anything better!"

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See the newest G-E Automatic Blankets—both One-Control and Two-Control models—at better stores everywhere. General Electric Company, Bridgeport 2, Conn.

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FIRST IN SLEEPING COMFORT

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Luscious colors! Blue, rose, green, cedar. 72 by 86 inches, to fit any bed. Deep bindings of lovely rayon satin. G-E Automatic Blankets are carefully made to rigid G-E safety standards—and *approved by Underwriters' Laboratories, Inc.* Nationally priced—$39.95 for One-Control, $49.95 for Two-Control model. Both plus tax.

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LETTERS TO THE EDITORS

PSYCHOANALYSIS

Sirs:

It surprised me to learn in your article on psychoanalysis (LIFE, Feb. 3) that the average patient is between 30 and 45. This very fact, reflecting how psychiatry has yet to be accepted by the average layman as a science, reveals how far behind other countries America is. England has psychologists working in collaboration with many of its elementary schools, has teachers so instructed as to recommend the abnormal child for treatment at a psychiatric clinic and has numerous welfare workers with a working knowledge of psychology who are as much interested in the mental as the physical well-being of the needy.

SYDNY PAUL

Chicago, Ill.

Sirs:

In the Feb. 3 issue appears a lot of dangerous garbage under the title of psychoanalysis. Dangerous, because a person who is physically rich will read it and imagine that his trouble is mental. Here's my case: When I was 16 I banged a few kids around who were bigger than me in street fights. An older boy in the neighborhood entered me in a Golden Gloves tournament. When I got in the ring I didn't feel right; I couldn't focus my eyes properly and lost the decision. I told my trainer about it. He said it was nervousness due to fear. Then I enlisted in the Marines. All the time in that outfit I never knew fear or was nervous. When I came out I began to get some of the symptoms that J. A. L. in your article was worried about. I was afraid of heights, had the inclination to jump out of windows or push other people from high places. My digestion was terrible. My vision was shaky. I went to several doctors and an eye specialist. They found nothing physically wrong with me. The eye doctor begged me to visit a psychiatrist. I did and looked at him once and said to myself, "This guy's a jerk." On my own I struggled along as best as I could, watching my diet and eating only foods that were easily digested and avoiding cigarets, coffee, alcohol, etc. I felt a little better but not just right. Then along came World War II and again I enlisted in the Marines. As soon as I got in uniform all my troubles disappeared. I could eat and digest garbage (which a lot of Marines were compelled to do). I became a parachutist and was afraid of nothing. After the war was under way the Marine Corps started issuing a different type of field shoe, one with a narrower toe. I drew a pair, and immediately my troubles started again. However, this time I was mature and able to think for myself. I rejected the new issue and insisted on having the old broad-toe type. With broad-toe shoes on I'll walk up to a tiger and spit in his eye. With narrow-toe shoes or sneakers on (which I wore in the Golden Gloves) I suffer from eyestrain, which is the basic cause of all my old nervous trouble. When I was 5 years old I was crippled for a year with rheumatic heart disease and I believe that my feet were weakened from the disease and therefore could not break in a pair of narrow-toed shoes. It's all very simple. So my advice to anyone who is having mental or physical trouble is spend a few dollars and have shoes made to order.

MICHAEL SANCHEZ

Paterson, N. J.

"DON GIOVANNI"

Sirs:

I want to congratulate you on your fine article on Mozart (LIFE, Feb. 3) with the beautiful pictures from *Don Giovanni*.

Beside being Mr. Lauritz Melchior's accompanist and conductor of his orchestra, I do some teaching of music appreciation at Finch Junior College. To judge from the remarkable response of the young ladies, it seems to me that the most eloquent lecture on *Don Giovanni* cannot compete with the effect and the interest these pictures created. . . .

OTTO SEYFERT

New York, N.Y.

BUBBLE-GUM KING

Sirs:

Upon reading your article "Bubble-Gum King" (LIFE, Feb. 3), I found out that this man Paris put more latex in his gum. Even if he does, I think Fleer's Dubble Bubble Gum still is the very best. If you ask more kids, I think you will find they like Fleer's gum the best too. If Paris gum is the kind I think it is, you will find it small, almost tasteless, sells for 2¢, and you need at least two pieces to make a bubble. On the other hand Fleer's gum is five times as big, sells for 1¢, tastes excellent, and you get a funny strip, plus your fortune and a true fact. . . .

BLAIN D. HIGHTOWER

Altadena, Calif.

● Reader Hightower, 10, assures LIFE that he is not employed by Fleer's.—ED.

Sirs:

Does Mr. Paris have any children? Unfortunately my two little girls received a box, a whole hundred hunks of bubble gum for Christmas; they immediately became the most popular girls around. I wonder if Mr. Paris has ever been in a room with six or eight kids, all glaring in mirrors and "popping" that stuff. Thank God, they have now chewed all hundred pieces. But if Mr. Paris is preparing 5,000 tons more, I'll just give up.

MRS. ROBERT C. REID

Roanoke, Va.

CONTINUED ON NEXT PAGE

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IT HAPPENS WITHIN

TWO SECONDS

Within two seconds after the pressure is turned on, water roars from the fireman's hose at the terrific rate of 300 gallons per minute!





Test shows how fast Bayer Aspirin acts in your stomach!

And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF

It's wise to keep Bayer Aspirin handy at all times, to take whenever you have an ordinary headache, neuritic or neuralgic pain. For Bayer Aspirin is one thing that means really quick relief, is actually ready to go to work in *two seconds!*

Remember—this amazing 2-second speed is due to the fact that we take **three important steps...not just one...** when Bayer Aspirin is made.

Also remember that Bayer Aspirin's single active ingredient is *so effective* **doctors regularly prescribe it for pain relief...** and *so gentle* to the system **mothers give it even to small children** on their doctors' advice.

So use Bayer Aspirin with *confidence.* **Of all pain relievers, none can match its record** of use by millions of normal people—without ill effect!

Always ask for genuine

BAYER ASPIRIN

LETTERS TO THE EDITORS

CONTINUED

50-MINUTE DRESS

Sirs:

My wife and I were surprised to see your illustrated article on the 50-minute dress (LIFE, Feb. 3).

You see, several months ago my wife, a singer, arrived in a town to make an appearance that night and discovered that her luggage was delayed. Her initial attempt at sewing resulted in this less-than-an-hour



dress made from a long tube of jersey to meet this emergency. She split the bottom in front and back, twisted the two ends in opposite directions, fastened them under a gold belt and the job was done.

Now, since seeing this article in LIFE several months later, I feel doubly proud of her accomplishment.

PAUL MAERZ

Atlanta, Ga.

PEACE OF MIND

Sirs:.

I congratulate you on your editorial "Peace of Mind" (LIFE, Feb. 3).

But as long as Americans do not recognize the principle of self-negation as one of the twin pillars (the other being self-preservation) of human experience and of social reality, they will remain less than happy.

In America "rights" are overemphasized and "duties" are underplayed. The American has to realize that negation of self (altruism in the pragmatic sense), self-denial, sacrifice, service without pecuniary compensation, some degree of voluntary suffering and self-imposed discipline are natural, normal and necessary prerequisites for a happy and balanced life. Some are egotistic and infantile enough to fancy that one can get something for nothing.

HESHMAT ALA'I

Washington, D.C.

Sirs:

...Your editorial should be required reading for all and especially for all former servicemen....

LEE JAMES

Arden, N.C.

Sirs:

For the second time within the space of a few weeks, I find a leading secular publication (yours) devoting a full page to editorials concerning faith in God as the solution to chronic unhappiness and the need for every Christian to re-examine his faith and learn its merits.

A spectacle such as this is, to say the very least, heart-warming. It mat-

CONTINUED ON PAGE 10

DOES LOTS MORE THAN KEEP HAIR *Looking Handsome!*



DRY SCALP STRAGGLY HAIR FULL OF DANDRUFF FLAKES?

Kreml is a *highly specialized* hair tonic—not only keeps hair in place *longer* but has a fine lubricating effect on a dry scalp. Kreml also removes itchy loose dandruff.

KREML NEVER 'GREASES' HAIR DOWN LIKE THIS



Kreml always looks and feels so CLEAN on hair and scalp. Never greasy, sticky or gummy.

THAT SUCCESSFUL KREML-GROOMED LOOK!

Kreml contains a special combination of hair-grooming ingredients, which is found in NO OTHER hair tonic. That's why it keeps hair in place *longer*—gives hair a more 'natural-looking' well groomed look. Always *so neat—so clean—so healthy-looking*. Change to Kreml today. Enjoy its EXTRA advantages!

KREML HAIR TONIC

A product of R. B. Semler, Inc.

Removes dandruff flakes. Keeps hair better-groomed without looking greasy

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Your Chances... Are Better...



When You Use

MENNEN SKIN BRACER

Its He-Man Aroma
***WOWS* the Ladies!**



A SMART TRICK — after every shave dash Mennen Skin Bracer on your face, neck, and chin. Discover why Mennen Skin Bracer is America's favorite after-shave lotion.



HELPS HEAL RAZOR NICKS — and you'll really enjoy Skin Bracer's "wake-up" tingle. Get it today!
Regular size only 50¢ —
big 12-ounce bottle only $1.00



• Special ingredients wilt whiskers faster. Get **MENNEN LATHER SHAVE** — Plain or Menthol-Iced.



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A treasure for Toastmakers

All you have ever heard about "Toastmaster" toasters . . . all the satisfaction you've dreamed of enjoying some day . . . that's what you will discover and treasure in this newest and finest of "Toastmaster" toasters. Just set the indicator for your taste in toast . . . and fulfillment will come popping up, piping hot and perfect every time. . . . The 1947 "Toastmaster" toaster has a new, patented Flexible Timer, silent and selective . . . and new beauty, in harmony with known and tested quality. . . . Though "Toastmaster"* toasters are still scarce, it's not because we aren't making lots of them. It's the demand!



$18.75 Fair Trade Price

TOASTIMONIAL

Almost twenty years ago we bought our first and only "Toastmaster" toaster. In all that time it has been used at least once a day by at least five people...and it has never failed us once!

MRS. A. D. HARDEGREE
Dallas, Texas

TOASTMASTER *Automatic Pop-Up Toasters*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, manufacturers of Buss Electric Fuses, Clark Electric Water Heaters, and Toastmaster Products. Copr. 1947, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Illinois.

LETTERS TO THE EDITORS

CONTINUED

ters little that I happen to belong to a Fundamentalist church, and that your editorials, in such a narrow sense, would leave something to be desired. The important thing is that a magazine as widely read as yours dares to come out and say point-blank that God is the solution to our problems at a time when the mention of the word "God" is likely to make most people look at you as a fanatic and/or a misfit.

You are in the enviable position of being able to mold some portion of the great body of public opinion and bring it to the side of God. If you can do this, the prayers of millions, including myself, will have been partially answered.

ALLEN MACAULAY
Perry, Okla.

Sirs:

I have read a good deal of Emerson and have never come across his remark that everything God made had a crack in it. I cannot imagine his writing anything so clumsy.

V. LOUISE SHOUP
Brooklyn, N.Y.

● Ever read his essay, "Compensation"?—ED.

TREE GIRL

Sirs:

Your pictorial feature on Assuntina, the Italian girl who likes to imitate olive trees (LIFE, Feb. 3), brought back memories to me. I used to have a girl that liked to imitate things of nature, too, only she preferred bushes above everything else.

It was kind of interesting to watch her imitating a bush, just a-lyin' there and kind of swayin' as if the wind was blowing her. And when she was all through imitating bushes for the day, she would always say to whoever was watching her, "Gee, I'm bushed." It never failed to get a laugh.

Since she moved away I don't see much of her any more but I am allowed to visit her once a week.

JOHN P. CAHILL JR.
Chicago, Ill.

Sirs:

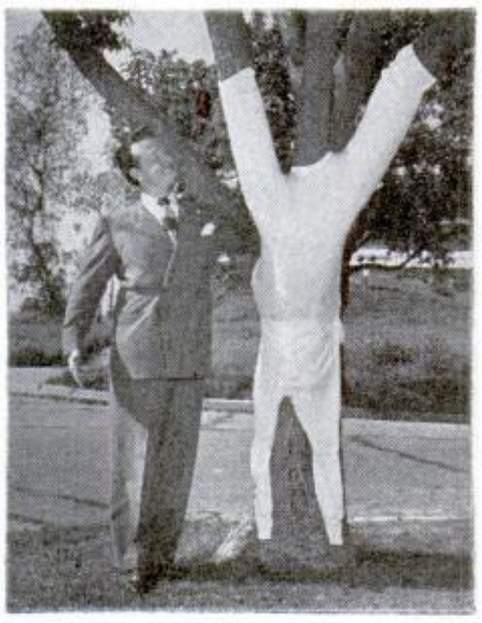
. . . You set sex back 1,000 years in your portrayal of a union-suited female imitating trees. Keep up the good work.

PAUL KLEMPNER
Brooklyn, N.Y.

Sirs:

I have a tree in my yard that likes to imitate Italian girls.

RED SKELTON
Hollywood, Calif.





AT LEADING STORES EVERYWHERE

GOTHAM HOSIERY COMPANY, INC.
200 MADISON AVE., NEW YORK 16, N. Y.
ALSO MANUFACTURED BY
GOTHAM HOSIERY CO. OF CANADA, LTD.

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"Women are much more modern than men!"

SAID ELSIE, THE BORDEN COW



"WHADDA you mean—*modern?*" roared Elmer, the bull. "I'm as modern as the next one! I just like old things."

"So do I, sweet," smiled Elsie, "but only when they fit into modern living. And, for the life of me, I can't see what that antiquated coffee grinder would be doing in a modern home."



"You'd be grinding the breakfast coffee with it every morning," haw-hawed Elmer.

"But, dear," protested Elsie, "grinders went out with your grandfather. Even coffee pots and percolators are old hat. Today, you can make coffee in a *jiffy,* with no work at all—not even a *pot* to wash. I mean with *Borden's Instant Coffee!* And it's the most gloriously delicious coffee ever!"

"Who says it's so doggoned delicious?" sneered



Elmer. "Don't tell me it's *You?"*



"Me—and loads and loads of coffee lovers," answered Elsie. "And *Borden's* says that anybody who doesn't like Borden's Instant Coffee *better* than any coffee they ever tasted—ground or instant—they can have their money back! Besides—"

"That's *all,* sister!" snapped Elmer. "I'm getting back to my antiques."

"But, darling!" cried Elsie. "That *isn't* all! Borden's Instant Coffee is ever so *economical.* Most users say they get *half again* as many cups from a regular jar of Borden's as are usually obtained from a full pound of ground coffee. Why, it's like getting every third cup *free."*



"I'll take the third cup every time!" guffawed Elmer. "Use this big, antique spoon to measure."

"Goodness, no!" said Elsie. "You just drop ½ to ¾ of a *level teaspoon* in a cup, and add hot water to get coffee that puts your tummy in a happy glow."

"Leave my *tummy* out of this!" commanded Elmer. "Talk sense—if you can!"

"It's good sense," chirped Elsie, "to use Borden's! It's *all coffee*—wonderful coffee—no dextrins, dextrose, or maltose added. That's why it goes so far."



"I've had enough!" bellowed Elmer. "I can't waste time on your Borden palaver."

"Waste?" cried Elsie. "There's never a *smitch* of waste with Borden's Instant Coffee. And no grounds or mess, either."

"Please, Elsie," groaned Elmer, "if I agree it's the swellest coffee ever got a guy going in the morning,



will you go away and let me rummage?"



"No siree!" teased Elsie. "Not until you admit it's the grandest coffee that ever met up with a sandwich, or finished off dinner, or warmed the cockles of your heart between-times!"

"OK! OK!" gave in Elmer. "I'll even go so far as to say it's *good."*

"But, of course!" sparkled Elsie. "It's one of the Borden Family of Fine Foods, and—*if it's Borden's, it's GOT to be good!"*

© The Borden Company



—if it's Borden's, it's got to be good!

Tune in the Ginny Simms Show! Music! Comedy! CBS, Friday—9 P. M., E.S.T.

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Actual color photograph of 1947 Studebaker Commander Regal De Luxe Coupe for 5 passengers

All alone in really original postwar styling . . . the thrillingly different new 1947 Studebaker



The extra quality of Studebaker craftsmanship costs you nothing extra!—You get real transportation insurance when you invest in a Studebaker, thanks to the painstaking care of great automotive craftsmen. Two members of one of Studebaker's many father-and-son teams are pictured here—C. B. Altic and his son C. B. junior.

DRIVING a new 1947 Studebaker Champion or Commander is an experience any motorist long remembers. You scarcely park this postwar dream car, before admirers gather 'round.

That's just a beginning. You feel the same tingling thrill of pride over and over again, every time you drive this Studebaker beauty. And you enjoy a deep-down and lasting new kind of motoring comfort and peace of mind.

This far-advanced postwar Studebaker doesn't jounce or jolt you or your passengers. It doesn't pitch when it's clicking off the miles. There's scarcely any sway when it's rounding turns.

Rugged and powerful, it's light as a feather in your hands. Exclusive self-adjusting brakes stop it smoothly, swiftly, dependably. Unique variable ratio steering allows you to edge into or out of tight parking spots with ease.

Low, long, beautifully proportioned, it's an amazingly roomy car. Great expanses of windshield and window glass give it exceptional visibility.

Don't settle for anything less than this Studebaker as your next new automobile. Its chassis is new. Its body is new. Its performance is new. It's thoroughly postwar—it's a real 1947 car.

STUDEBAKER

First by far with a postwar car

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GRAND WHEN YOU WAKE!

(And the P.S.* is great!)



*Sunsweet helps keep you regular, too!

SUNSWEET PRUNE JUICE



Guaranteed by Good Housekeeping

Prepared and distributed by the makers of Mott's Fine Fruit Products

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when your eyes won't let you



1. Whodunit? Can you stay awake long enough to find out? Not if your eyes are tired, glare-strained, neglected! Even a thriller puts you to sleep like a lullaby when your eyes can't keep up with your enthusiasm. Your eyes will serve you better if you have them examined *regularly*.

stay up and read



2. There's high adventure in keen eyesight. It helps you to live better, work better, play better. So give yourself *and* your eyes the benefits of the professional knowledge and skill of the Optometrist, Ophthalmologist and the technical services of the Dispensing Optician. When Soft-Lite Lenses are prescribed, visual comfort is increased through freedom from glare!

Your eyes make the difference—have your eyes examined regularly!

Soft-Lite Lenses

FOR YOUR EVERYDAY GLASSES

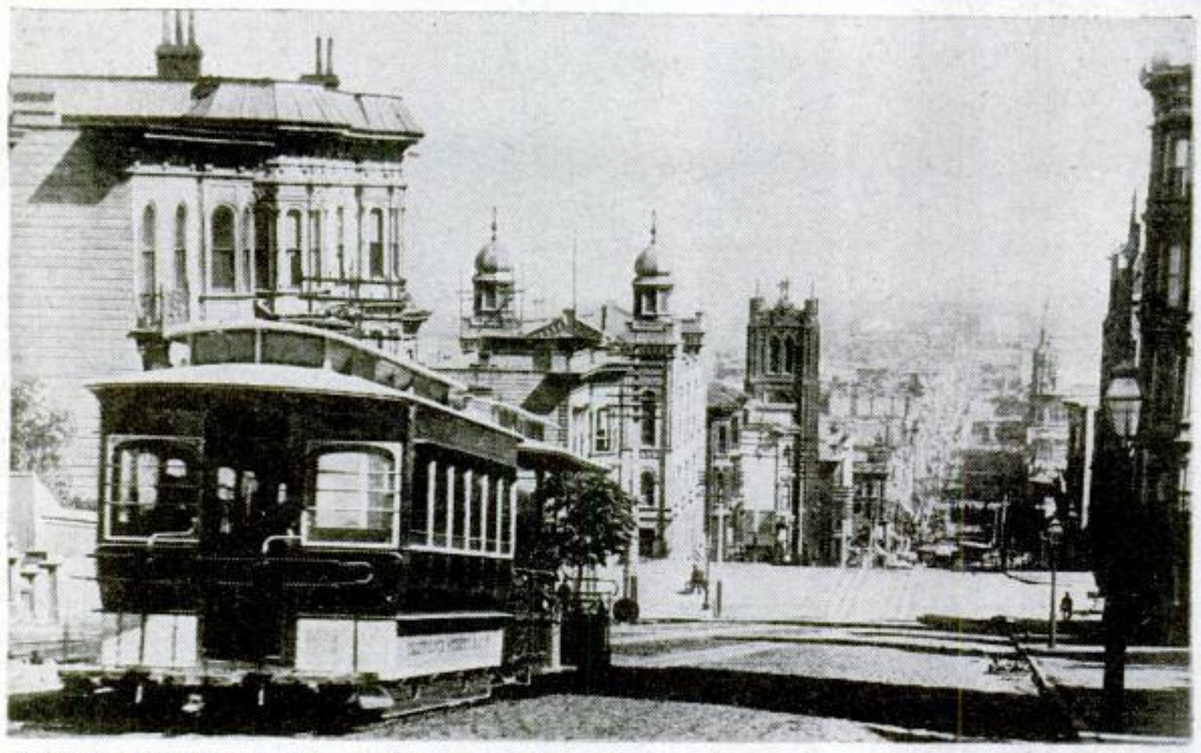
Professionally prescribed for eye-correction *plus* glare-protection to make seeing more comfortable, Soft-Lite Lenses are slightly flesh-toned—look better on you. There is only one Soft-Lite—identified by this certificate.



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TWO CARS OF CALIFORNIA STREET CABLE CAR R.R. CO., PASSENGERS CLINGING TO THEIR SIDES, PASS ON A STEEP HILL IN SAN FRANCISCO



FIFTY YEARS AGO car of the same line as in the picture above was photographed a few blocks higher up. Scene is California Street before Great Fire, looking down from Nob Hill.



BALLOON CAR of the '60s was the ancestor of the cable car. At the end of the line its horses pivoted its circular body while the wheels themselves remained stationary.

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CAR ON TURNTABLE at Powell and Market Streets is turned about for the return climb. Passengers often help turn the car by hand, take proprietary interest in 40-year old equipment.



EMBATTLED CABLE-CAR RIDERS like Mrs. Henry Dippel (*right*) are organizing an all-out campaign of resistance among women to scrapping of little cars.

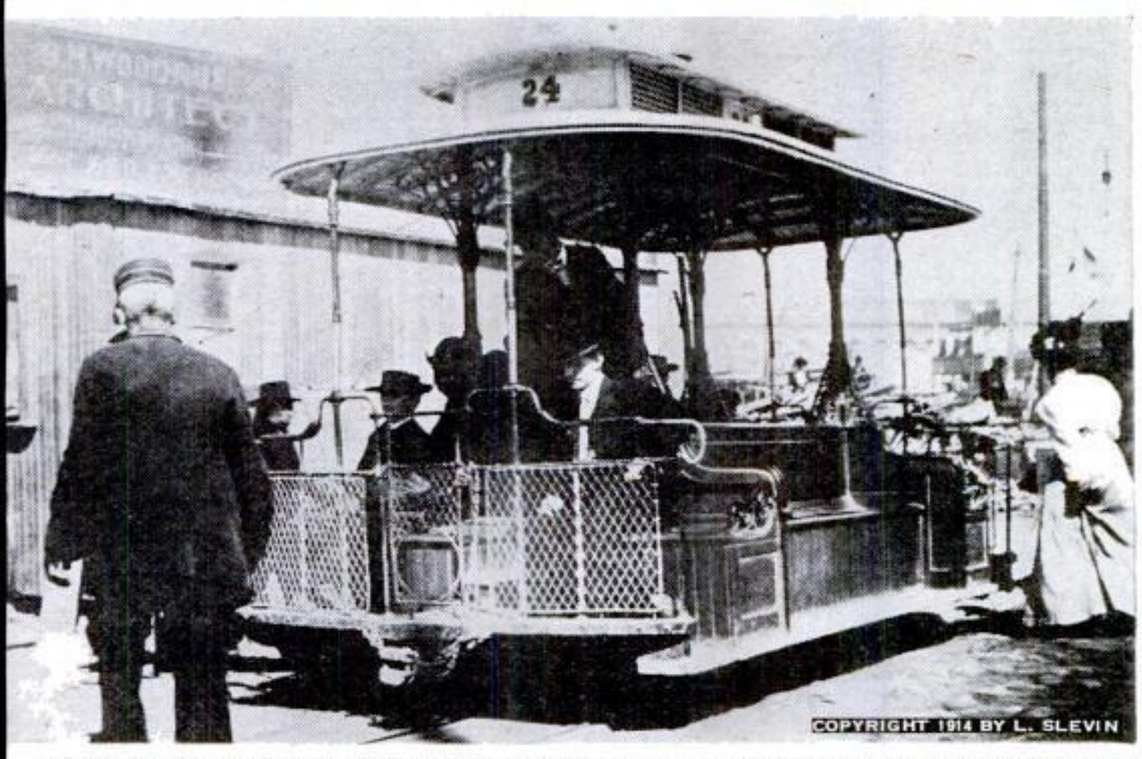
SPEAKING OF PICTURES...

...SAN FRANCISCANS FIGHT TO KEEP HISTORIC CABLE CARS

For almost three quarters of a century San Franciscans have gone about their affairs to the staccato clanging and clicking of the hard-working little cars that crawl up and down the city's precipitous slopes, pulled by an endless, subsurface cable. Last month the venerable old cars were in danger of extinction. Unmoved by riders, who voted 9 to 1 in favor of retaining them, bouncy Mayor Roger Lapham announced that the cable cars must go.

It was as though Venice had proposed ridding itself of its gondolas. Civic-minded San Franciscans and sentimentalists all over the U.S. denounced the move, ridiculed Lapham's claim that the cars were losing $200,000 a year, wondered how buses, even if they could climb the hills, would lose any less. Not only were the little cars part of the city's flavor; they were part of its history. Invented by a Scot named Andrew Hallidie in 1873, cable lines developed areas on the city's almost inaccessible hills. Railway Pioneer Leland Stanford built his own line in 1878, and on it early nabobs like Mark Hopkins and Collis P. Huntington used to ride to their Nob Hill homes. Stanford's line, the California Street Cable Car R.R. Co., still operates independently, but six of the other seven that flourished in the 1890s have disappeared. As Lapham intensified his campaign of extermination, one local newspaper wrote him a bitter open letter, suggested that he might as well make the job complete and get rid of famed Fisherman's Wharf, Golden Gate Park and Chinatown.

MAYOR LAPHAM



EARTHQUAKE AND FIRE which destroyed most of San Francisco in 1906 spared this one car of the California Street line. All of city's lines were halted for months.



CABLE AND HORSECARS ran side by side on busy Market Street in the '80s. Cable cars (*right and left*) were soon outmoded for level travel, are still unbeatable hill-climbers.

Copyrighted material

My sugar left me standing in the rain!

SAL SAYS I'M ALL WET—IN MORE WAYS THAN ONE! BUT WHEN IT COMES TO TELLING ME WHY, SHE'S THE ORIGINAL MISS CLAM!

EVER HEAR OF BAD BREATH, PAL? NO FOOLING, TOM, WHAT YOU WANT TO DO IS MAKE A DASH FOR YOUR DENTIST'S!

TO COMBAT BAD BREATH, I RECOMMEND COLGATE DENTAL CREAM! FOR SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!

LATER—Thanks to Colgate Dental Cream

COLGATE'S ACTIVE PENETRATING FOAM GETS INTO HIDDEN CREVICES BETWEEN TEETH—HELPS CLEAN OUT DECAYING FOOD PARTICLES—STOP STAGNANT SALIVA ODORS—REMOVE THE CAUSE OF MUCH BAD BREATH

TOM HAS HIS SUGAR BACK AGAIN—AND HE'S HER RAIN-BEAU NOW!

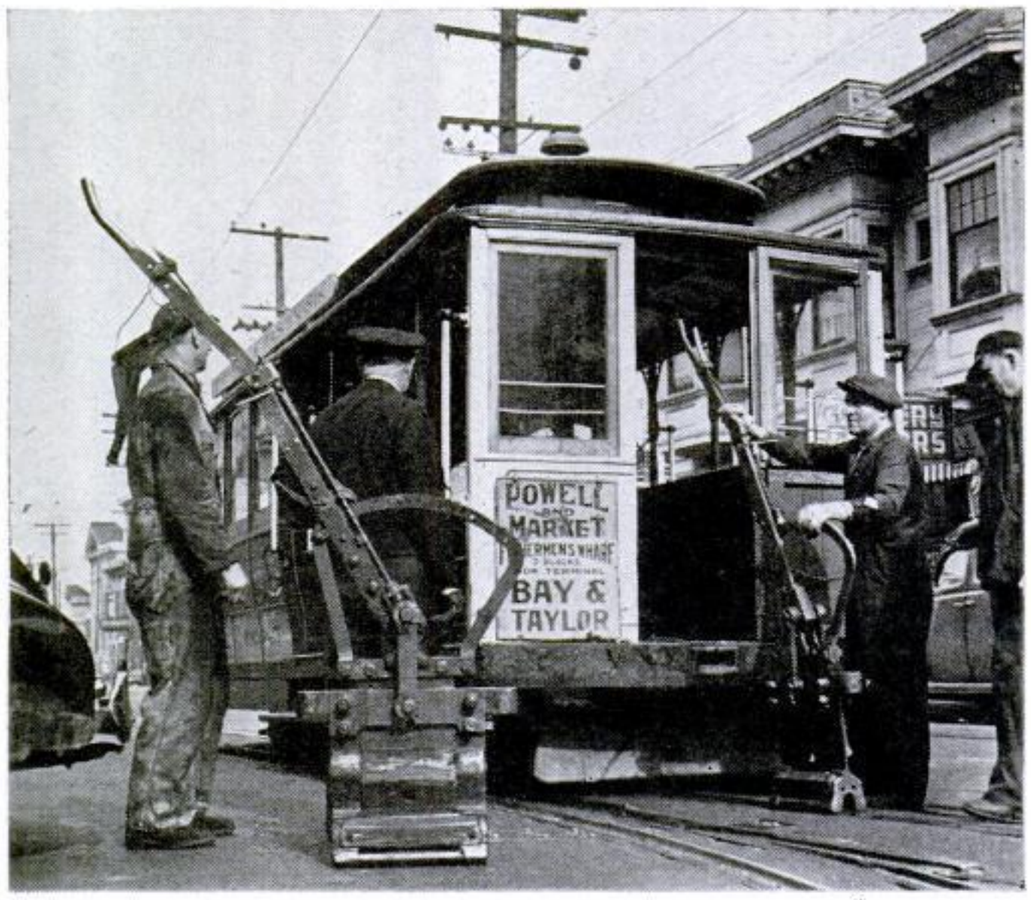
COLGATE DENTAL CREAM
Cleans Your Breath While It Cleans Your Teeth!

COLGATE RIBBON DENTAL CREAM

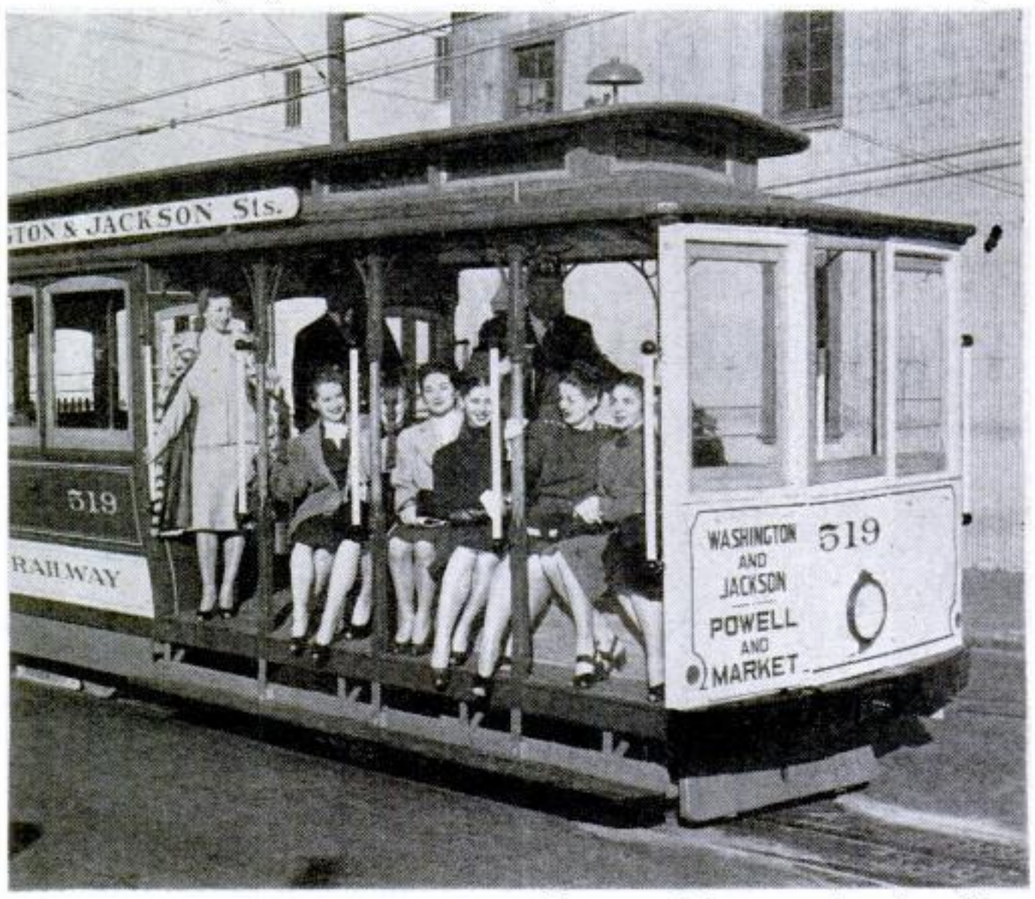
Use **COLGATE DENTAL CREAM** *twice a day and before every date!*

SPEAKING OF PICTURES

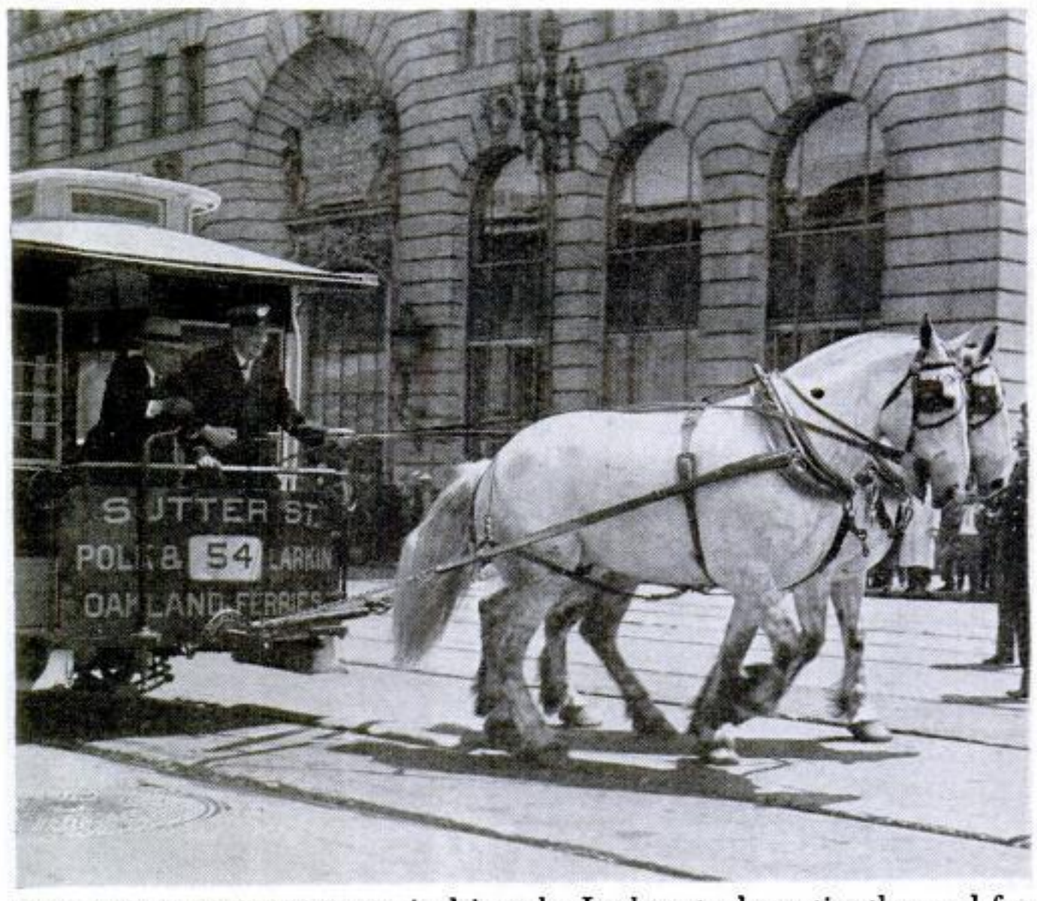
CONTINUED



CABLE GRIP fits into the slot between the tracks. With it the gripman inside the car can grasp or release the cable, which moves at a constant 9.5 mph.



LEG DISPLAY of pretty passengers will be missed if cars go. Another objection of some citizens is the danger of new motor buses slipping on the wet hills.



HORSE-DRAWN streetcar is driven by Lapham to dramatize the need for transit modernization. He calls cable cars "outmoded, expensive, inefficient."

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A wonderful cooking sauce from CALIFORNIA-



We promise you — this cooking ingredient will do delicious things for your favorite recipes!

It's Hunt's Tomato Sauce. Extra-flavory . . . extra handy to use. And it costs only a few cents.

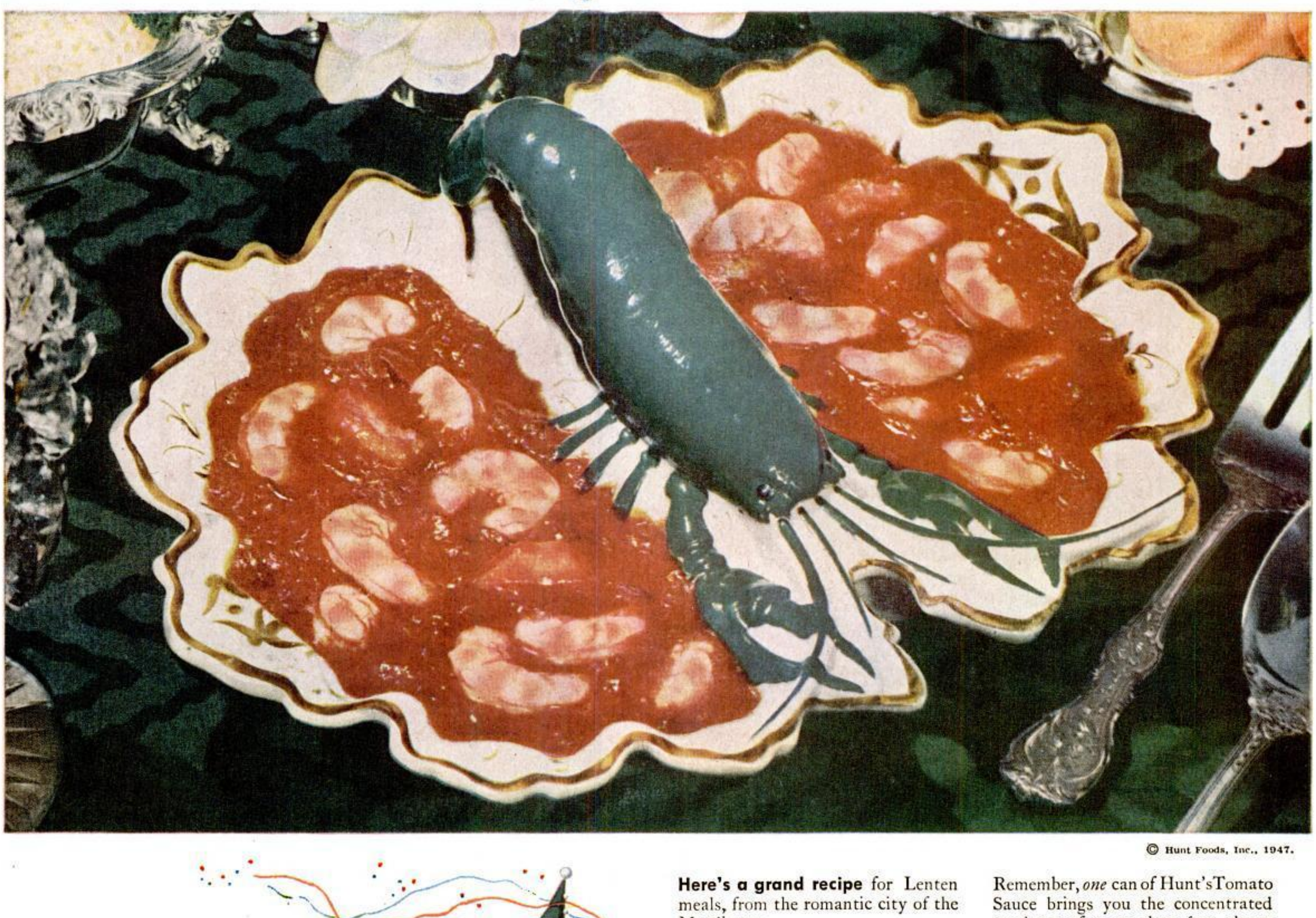
Hunt's Tomato Sauce is *all* tomato, through and through. Plump, sun-ripened beauties are simmered down with rare seasonings and spices.

That's why it's so rich — why it fairly *tingles* with wonderful, tangy flavor.

That's why it makes exciting new treats of favorite family dishes. Like meat loaf, spaghetti, pot roasts, stew, rice, gravy, eggs, sea foods (grand shrimp recipe below).

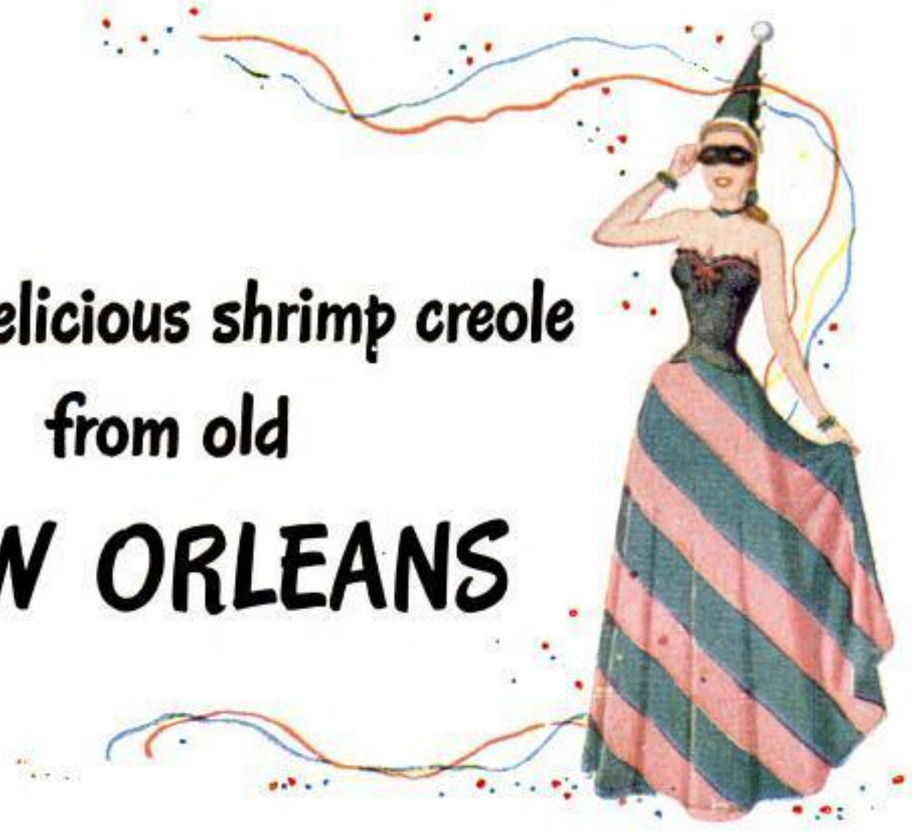
And Hunt's Tomato Sauce is so convenient — ready to add in seconds.

Look for the Hunt red label at your food store. You'll want to buy *several* cans, it costs so little!



© Hunt Foods, Inc., 1947.

makes delicious shrimp creole from old NEW ORLEANS



Here's a grand recipe for Lenten meals, from the romantic city of the Mardi gras.

With Hunt's Tomato Sauce it's so good—and so easy to prepare—you'll want to serve it year 'round!

4 tbsp. fat
½ cup chopped green pepper
1 tsp. salt
½ cup water
¼ tsp. pepper
½ chopped onion
1 clove garlic
¼ tsp. chili powder
1 can Hunt's Tomato Sauce
1 cup cooked shrimp

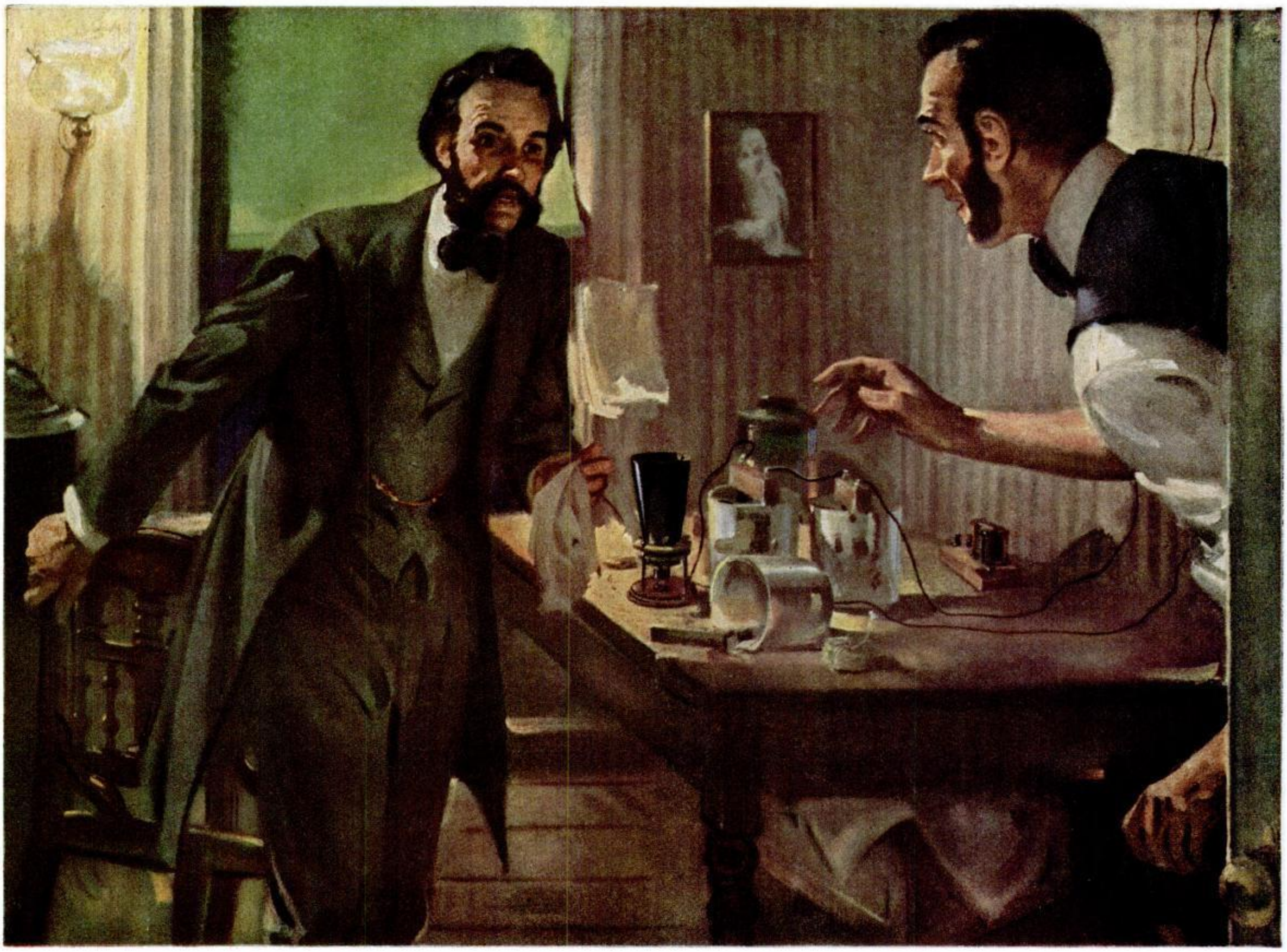
Melt fat. Add onion, green pepper and garlic; cook over medium heat for 10 minutes. Add salt, pepper, chili powder, Hunt's Tomato Sauce, and water. Simmer 10 minutes more. Add shrimp. Serve hot on boiled rice. Serves 4.

Remember, *one* can of Hunt's Tomato Sauce brings you the concentrated goodness of more than *four* plump tomatoes. For just a few cents.



Hunt-for the best

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His genius gave wings to words

Alexander Graham Bell

This year marks the 100th Anniversary of Bell's birth in Edinburgh, Scotland, on March 3, 1847. From early youth, he was keenly interested in aiding the hard of hearing. He became a teacher of "visible speech" when 18 years old.

This work led to experiments with "telegraphing" sound, out of which, in 1876, came his greatest invention—the telephone.

Dr. Bell was a great humanitarian as well as a great scientist. His accomplishments—in aiding the deaf, in communications, in aviation and other fields—were outstanding. His rich life—which had an incalculably great influence on the world—came to an end on August 2, 1922.

It was an historic moment. Alexander Graham Bell's telephone had just spoken its first words—*"Mr. Watson, come here, I want you!"*

That evening in Boston—March 10, 1876—Dr. Bell's crude instrument transmitted his voice only to the next room. But out of it was destined to come a whole new era—the era of quick, easy nation-wide telephony, of radio telephony in all its varied forms, of talking pictures, voice and music reproduction systems and electrical aids for the hard of hearing. Few inventions have played a greater part in shaping the world we live in!

Since 1877—just one year after Bell's long experimentation was crowned with success—it has been Western Electric's privilege to help carry forward his great idea which gave wings to words. In that year Western Electric made its first telephone. More than 45,000,000 have followed it—over 4,000,000 of them in 1946 alone.

Today, from coast to coast, in factories, offices, distributing houses and central office installation crews, there are more than 110,000 Western Electric workers. Imbued with the Bell System spirit of service, they are helping to provide equipment in record quantities to meet telephone needs far beyond any envisioned by the inventor.

Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

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LIFE'S REPORTS



WILLIAM ROYCE, AT HOME IN BROOKLYN, DRESSES LIKE BALZAC (BELOW)

BALZAC IN BROOKLYN

The most devoted Balzac scholar in the world models his entire life on his famous subject

by JOHN KOBLER



HONORÉ DE BALZAC

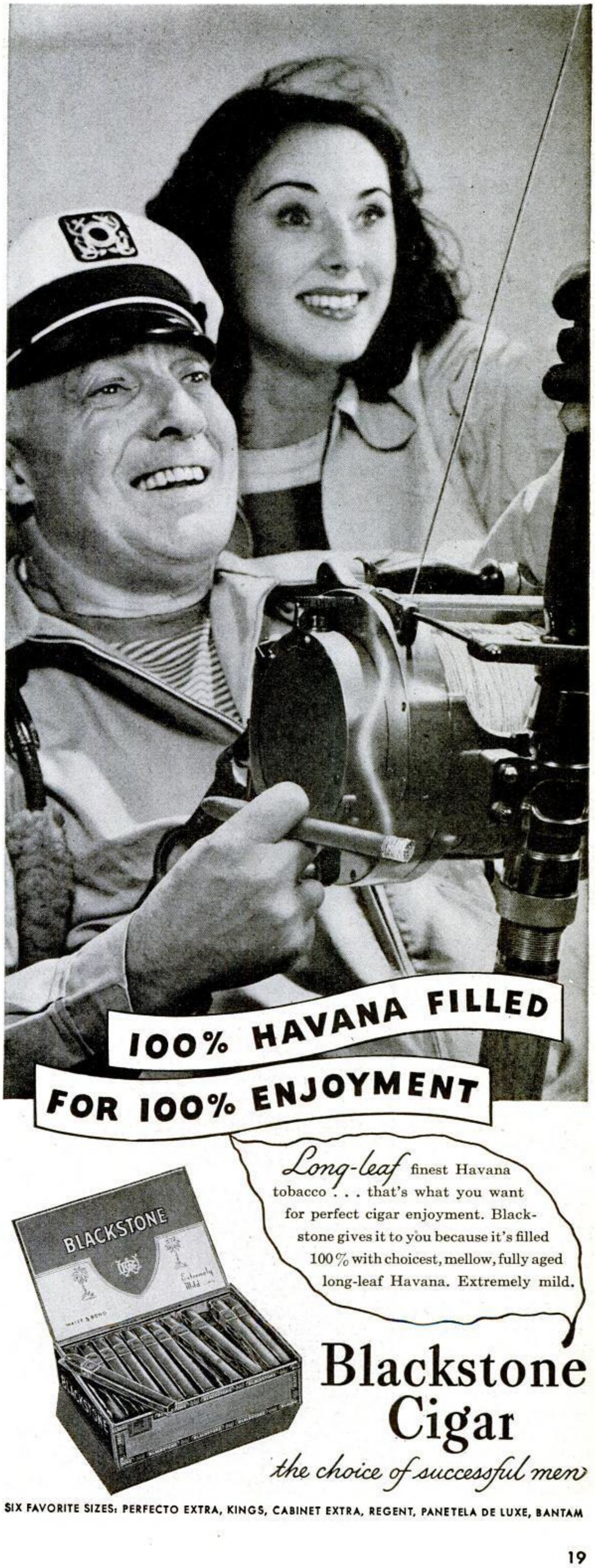
Of the 450,000 people who have bought Stefan Zweig's posthumous biography of Balzac (Viking Press; $3.75), nobody has read it with deeper emotions than William Hobart Royce, an obsessed man of 68 who frequently gives the impression that he *is* Balzac. A rare-book dealer by trade, Royce presents a fascinating case of personality transference. He has spent most of his life in a conspiracy with nature to duplicate in his own person the mind, body and spirit of the 19th Century French novelist. In some respects he has succeeded so well that Balzac fanciers meeting him for the first time often exclaim; "Honoré de Balzac in the flesh!"

In the flesh Royce like Balzac is round and plump, and he has cultivated to a hair the Balzacian mustache and chin tuft. A mighty eater, Balzac once demolished at a single sitting 100 oysters, 12 lamb chops, a duckling, a pair of partridges and a sole. Royce has never matched this record, but he is a multiple-course man himself and believes with Balzac that quantities of raw fruit are good for the health. To stimulate his brain cells Balzac-fashion, he occasionally takes snuff, drinks gallons of strong black coffee and smokes the great man's favorite pipe tobacco—Latakia.

Hewing to Balzac's working schedule, Royce sups and goes to bed as soon as he gets home from his bookshop, awakes at midnight and sits until dawn reading and writing about Balzac. During these sessions he wears, as Balzac did, a monk's robes. They are woven for him by Mrs. Royce, a patient woman who is inclined to humor these anachronistic fancies, and he has worn out two of them so far. He ignores the prosaic official address which the postal authorities have assigned to his three-story brick house—50 91 St., Brooklyn, New York, referring to it as *Les Jardies* (the gardens, in old French) after Balzac's villa outside Paris.

It is only natural that Royce should be regarded as one of the world's foremost Balzac scholars, not to mention its most successful dealer in Balzaciana. In the 48 years since the obsession took him he has produced a five-foot shelf of prose and poetry on the subject, wherein he has traced eight of his hero's complex love affairs through their finest convolutions, made new discoveries

CONTINUED ON NEXT PAGE



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Mary's Not Contrary *Anymore!*



"Mary used to put on a regular scene when we tried to make her drink milk. She needed that nourishment, too, for she was underweight and so frail she could scarcely lift Buddy."



"Then I heard about Cocoa Marsh, the syrup with the deep-down chocolate flavor that kids adore. It mixes with milk in 10 seconds and it took even less time to change Mary's scowl to a smile."



"Now Mary's not contrary anymore. She's filling out nicely since she started drinking her quart a day the Cocoa Marsh way. And she handles Buddy as if he were light as a feather!"

• If your child rebels at milk, try this *chocolate*-milky way. COCOA MARSH is a deliciously *different* syrup with an *extra* chocolaty flavor. Fortified with energy-building Iron and Vitamin D. It's marvelous, too, as a topping for desserts. Get COCOA MARSH at any food store *today*.

Tune in Hop Harrigan . . . "Ace of the Airways." 5 p.m., Mon.—Fri., Mutual Network. See newspapers for station.

THE EXTRA-DELICIOUS
CHOCOLATE-FLAVORED SYRUP

A TAYLOR-REED QUALITY FOOD

about his habits and daily life, and identified between 50 and 60 of the 2,000 characters in the 99-volume *Comédie Humaine* with the contemporaries upon whom they were modeled, a monumental feat of research. Royce's crowning masterpiece, however, is a definitive bibliography of Balzac's 350 works. Two volumes have already been published by the University of Chicago Press and he has material for six more. Stefan Zweig, who took 10 years to write the life of Balzac and hadn't quite completed it at the time he committed suicide, had constant recourse to the bibliography and to Royce. The resulting friendship moved him to write the following encomium:

"He [Royce] did not care for fame or profit. His was the pure joy of humbly serving one of the greatest geniuses of our time. . . . And so it came about that he led a dual existence. During the day he did his work as a faithful employee. At night, in the protective obscurity of his anonymity in his little room in Brooklyn, he lived with and for Balzac. . . . Unconsciously he himself had become like a character out of Balzac—a man of fixed ideas...."

•

As the manager of the renowned New York rare-book concern, Gabriel Wells, Royce has bought and sold, quite aside from other rarities, hundreds of thousands of dollars worth of Balzaciana, and few Balzac transactions anywhere in the world are likely to be consummated without his advice. The rarest single Balzac item he ever handled was the manuscript of *Eugénie Grandet*. It went to J. P. Morgan for a price which is Royce's and the Morgan family's secret.

But Royce prizes far above profits or possessions the honor which was conferred upon him in 1930 by the French provincial town of Issoudun, the scene of Balzac's novel, *La Rabouilleuse*. It made Royce an honorary citizen. Among French Balzacians in general, most of whom he has never met, he is affectionately known as "Colonel Philippe Bridau," in allusion to one of the few Balzac characters who ever visited the U.S.

Royce was a youth in his native Springfield, Mass. when his passion for Balzac caught fire from reading a second-hand copy of *Le Père Goriot*. He still thinks it is the greatest novel ever written,

CONTINUED ON PAGE 22



IS YOUR HAIR
Driving YOU Crazy?

VENIDA
The Guaranteed
HAIR NET
will make it behave all day
All Colors 20¢ (white, grey, purple 25¢)

Made of genuine human hair, the famous Venida Hair Net proves that the best is always cheapest. Because Venida fits better, looks better, lasts longer.



GALE STORM, star of Roy Del Ruth's "IT HAPPENED ON FIFTH AVENUE", Allied Artist release, looks lovely in the March hair-do of the month, created by Carla Hadley, Allied Artists hair stylist.

I'd love to see YOU in this March Hair-do

—so write for free directions

I'm sure you'll look simply engaging in this youthful hair-do. So write for easy illustrated directions. And then —set it yourself, or let your hairdresser do it.

But whatever your hair-do, if your hair becomes straggly and unruly though you may have combed it an hour before, just try wearing a Venida Guaranteed Hair Net. All-but-invisible because made of genuine human hair, in the exact shade, shape and size for you. Rieser Co., Inc., N.Y. 18.

VENIDA
Hair Beauty Aids

—include Venida Hair Nets, Hair Lacquer, Lanolin Creme Shampoo, Lanolin Hair Creme, Bobby Pins.

REMEMBER:
VENIDA RULES THE WAVES

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"I felt just like a conspirator!"





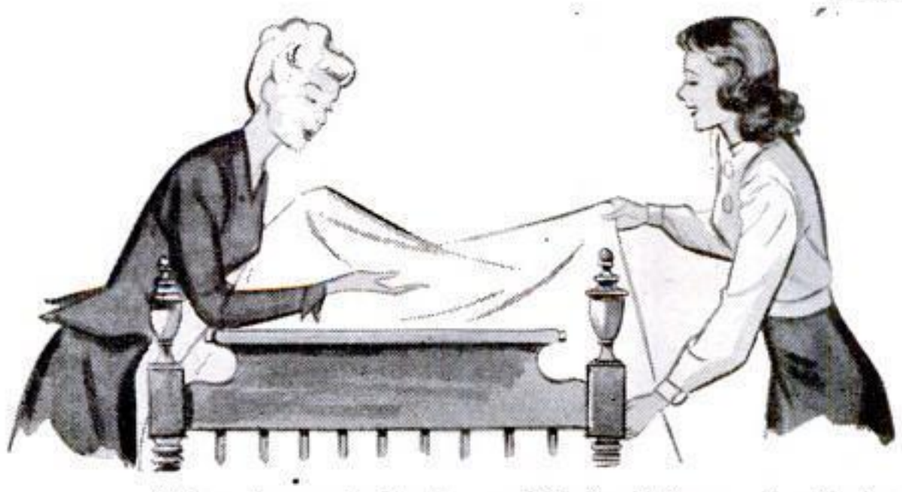
1. **Living under the same roof** with Sue, my sister-in-law, made it hard to stage the surprise party I'd planned for her second (or Cotton) anniversary. I had to use my best conspirator tactics: low-voiced phone calls to guests; subtle conversation aimed at finding out what she'd like for a gift!



2. **When my best efforts** drew no clue, I buttonholed my brother. "Well," he said, "Sue's mentioned that she wished *we* could afford swell sheets like yours. . . ." "Ha!" I broke in. "Those, pet, are Cannon Percale Sheets. And you'd be *surprised*—they cost just a bit more than best-grade muslins. *That's* my present!"



3. **I lured Sue for a walk** while guests gathered, then led her in. Surprised? Oh, my! "How'd you know I've had a longing eye on *your* lovely Cannon Percale Sheets?" she marvelled. "Who wouldn't!" I said. "Every gal with a luxury-loving soul *adores* Cannon Percales!"



4. **When the party broke up,** I helped Sue make the beds with her new Cannon Percale Sheets. "Aren't they light weight!" she exclaimed. "The easier to wash," I said. "They're so finely woven they've got 25% more threads than best-grade muslins. And later," I finished, "you'll thank me for the way they *wear!*"

CANNON

Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

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P. S. Another real Cannon value: Cannon Muslin Sheets. Woven of sturdy American cotton; well-made, long-wearing!

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and he has never since been able to get through a day without dipping into at least one Balzac novel. In addition to French, he taught himself enough Italian, Spanish and German to be able to absorb Balzacian scholarship in those languages and he persuaded linguistically talented friends to translate for him from almost every other language in Europe. On his daily subway trips to and from Manhattan, while other riders peruse their newspapers, Royce rereads *La Comédie Humaine* in the original, pausing to make analogies between Balzac's characters and his fellow passengers. For a time he wrote a column for the Brooklyn *Spectator* entitled *Balzac in Bay Ridge*, in which the entire city panorama was viewed through Balzac-Royce eyes.

"Old Daddy Goriot is fumbling across the aisle," he noted in one installment. ". . . Horace Bianchon, the medical student, has his books under his arm . . . that handsome young dandy is Lucien de Rubempré . . . the fat, vulgar little woman is Mamma Vauquer, going to market; and I am Colonel Philippe Bridau. . . ."

•

In 1934 Royce founded the Balzac Society of America, a fan club, of which he is president, most active member and bulletin editor. These include favorable notices of anything, however remote, which mentions Balzac, news of Balzacians the world over and especially of the society's 500 members, among them André Maurois, Jules Romains and Dean Gauss of Princeton.

As the result of long intimacy, Royce now stands in the relationship to Balzac of a medium to his control and is able to convey opinions on practically any issue as the master actually voiced them or as he would have if anybody had asked him. To wit: on love, "As long as you love, you live, and the more you love, you live"; on women, "The thing most beautiful on earth is, I avow, a beauteous woman"; on democracy, Balzac was against it; on Russia, "If later, in some unforeseeable time, Russia invades the world, she will owe everything to her spirit of obedience. No people on earth is better organized for conquest." Balzac never ventured an opinion on chewing gum, comic strips or radio commercials, but Royce has reported that he would have frowned upon them.



Can hands that wash dishes be "exquisite...fragile"?—They can!

No matter how hard your hands must work . . . Pacquins Hand Cream can help give them a lady-of-leisure look! Use Pacquins several times a day . . . this snowy fragrant cream will quickly ease away roughness, redness, and dryness. Your hands will soon look softer, smoother, and whiter. Yes, they'll have a "made for luxury and love" look!





Pacquins was originally made for doctors and nurses...

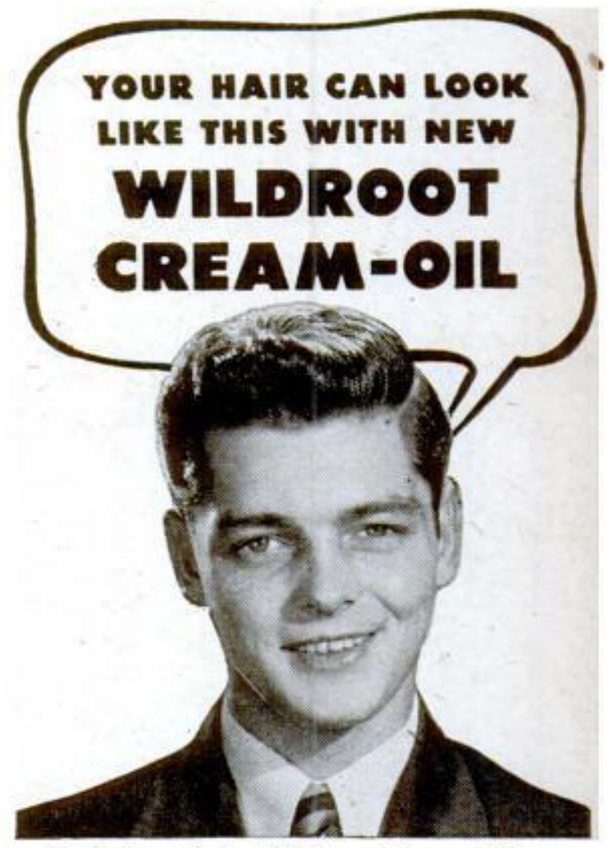
If you think your hands take a beating . . . consider doctors and nurses who scrub their hands in hot soapy water 30 to 40 times a day. Pacquins Hand Cream, super-rich in skin-softening ingredients, was first made for their professional use. If Pacquins can do so much for them . . . just imagine how it can help *your* hard-working hands.



AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE



1. It's F-N, the test for men! The "Finger Nail Test!" Scratch your head and see if you find dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Relieves dryness, removes loose dandruff! Buy the large size.



2. Only a little Wildroot Cream-Oil can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and feels good!



3. LANOLIN is an oil resembling the natural oil of the human skin! No wonder 4 out of 5 users in a nation-wide test preferred Wildroot Cream-Oil to other preparations formerly used. Get it today from your barber or drug counter.

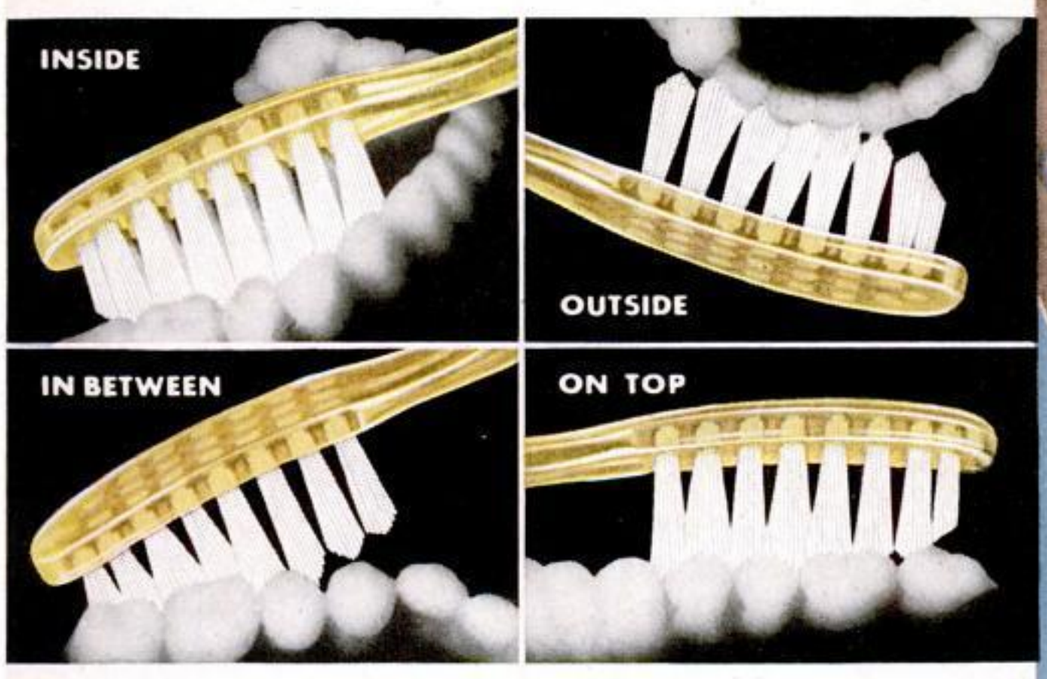
IMPORTANT: *Smart women use Wildroot Cream-Oil for quick grooming, and to relieve dryness. Also excellent for training children's hair!*

TUNE IN . . . 2 Network Shows!
"The Adventures of Sam Spade" Sun. evenings, CBS Network; "King Cole Trio Time" Sat. afternoons, NBC Network.

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Watch it

reach <u>every</u> surface . . .





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50¢

A Precision Instrument

No wonder millions acclaim this precision instrument. For **Dr. West's Miracle-Tuft, unlike ordinary toothbrushes, has a brush head curved two ways, which enables it to do a thorough cleansing job on every surface of every tooth—inside, outside and in between! In addition, it's sealed in glass for extra protection and the springy EXTON bristles are guaranteed for a full year. Don't deprive your smile of the benefit of this amazing toothbrush. Try it today and watch it reach *every* surface of *every* tooth better.**

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Will your lawn be RICH, THICK, VELVETY ?



Mr. George W. Goal of Hinsdale, Illinois, gives Vigoro credit for his lovely lawn—his border of colorful annuals and perennials.

Apply early! It's easiest and most effective!



Ordinarily, you apply Vigoro when the grass is dry and then SOAK IT INTO THE SOIL. BUT THAT'S NOT NECESSARY when you Vigoro your lawn early . . . before spring growth starts.



Just put it on at the rate of 4 pounds per 100 square feet of lawn area and forget it. Spring thaws and rains will work Vigoro down to the feeding roots.

Your grass will find ample nourishment available for its use when growth starts. And well-fed grass is the best assurance of a weed-free, healthy lawn.

Authorities say —

Yes—if you feed VIGORO early!

It's not too early to begin your lawn work! Even though the snow may still be on the ground, feed Vigoro now. Applied early, Vigoro will start to nourish your lawn . . . help to build a thicker, more beautiful turf just as soon as growth starts.

Vigoro, complete, balanced plant food, is the result of scientific study . . . a formula of food elements plants need for proper nutrition, growth and reproduction.

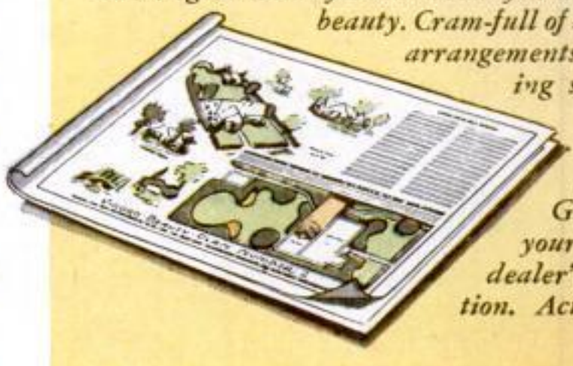
Remember—a marked deficiency in soil of only one plant nutrient has serious consequences as far as plant growth is concerned. Like most soils, yours may lack one or more of the vital food elements growing things require for proper plant nutrition. Be warned by poor root systems, bad color, stunted or delayed growth.

Feed Vigoro. See how it helps nourish plants to health and beauty . . . helps to make your lawn come up lovelier, thicker, more weed-free. And don't forget that the beautiful trees and shrubs Vigoro can help you grow add permanent value to your property. Ask your garden supply dealer for Vigoro today.

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Given with a 100 lb. bag of Vigoro!

The Vigoro Beauty Plans show you how to design for beauty. Cram-full of exciting planting arrangements... helpful planting suggestions. Show what to plant, where to plant ... how to plant. Get your copy at your garden supply dealer's. Limited edition. Act now!



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LIFE

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LIFE'S COVER

The blue-eyed blonde on LIFE's cover is Gay Braun, 19, a coed in the first half of her senior year at the University of Texas. She is sitting on the roof of her sorority house, basking in the warm Texas sunshine and may be thinking about the university's Campus Sweetheart contest which she will enter this spring. Gay lives in Port Arthur, Texas, has only two hobbies—going out on dates with boys and sailing in the summertime. But the boys seldom see Gay in sloppy jeans and shirts like this. Like most U.S. coeds (*pp. 119–123*) she saves them for wear around her dorm or sorority house.

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200,000 WORDS A DAY

Sifted and edited to make Robert Trout's newscast concise, complete

In New York, at approximately fourteen minutes and fifteen seconds before seven by the newsroom clock the announcer, Ernest Chappell, says, "Here's Robert Trout with the News Till Now". Then the calm rather quiet voice of Trout says, "Good evening," and begins to unfold the news of the day.

Before this point in the day arrives, Trout and his staff will have sieved close to a quarter of a million words of incoming news reports and dispatches. This immense news coverage includes not one but all the leading services, AP, UP, INS, Reuters, and the news facilities of CBS. With his editors, Trout will have coordinated the day's events into an integrated pattern.

On-the-spot background reports, needed to document a story, will have been called in to Trout by one or more of his team of 22 special correspondents in Washington and other world news centers. And in putting together each line of the newscast, Bob Trout will have drawn upon his own 15-years' experience in covering history in the making, at home and abroad.

Fourteen minutes, fifteen seconds later, when the newsroom clock stands "straight up", at seven, Robert Trout has rounded out a newscast that is unique: at once objective, complete and concise. Perfected in over three years of planning by Trout and his sponsors, Campbell's Soups, it is a news program that provides, in these times of significant change, *the news Americans want.*

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LIFE

Vol. 22, No. 8 February 24, 1947



PATH OF FIGHTING IS TRACED BY BROKEN RAILWAYS. THE LUNGHAI LINE IS CUT OFF WHILE GOVERNMENT AND COMMUNIST TROOPS BATTLE FOR LAND IN DISTANCE

U.S. REACHES END OF LINE IN CHINA

PHOTOGRAPHS FOR LIFE BY MARK KAUFFMAN

The Lunghai Railroad in China runs east from Suchow 130 miles to Haichow. But 113 miles short of Haichow, it has been cut off (*above*). Beyond that point lies part of the shifting battleground of China's civil war.

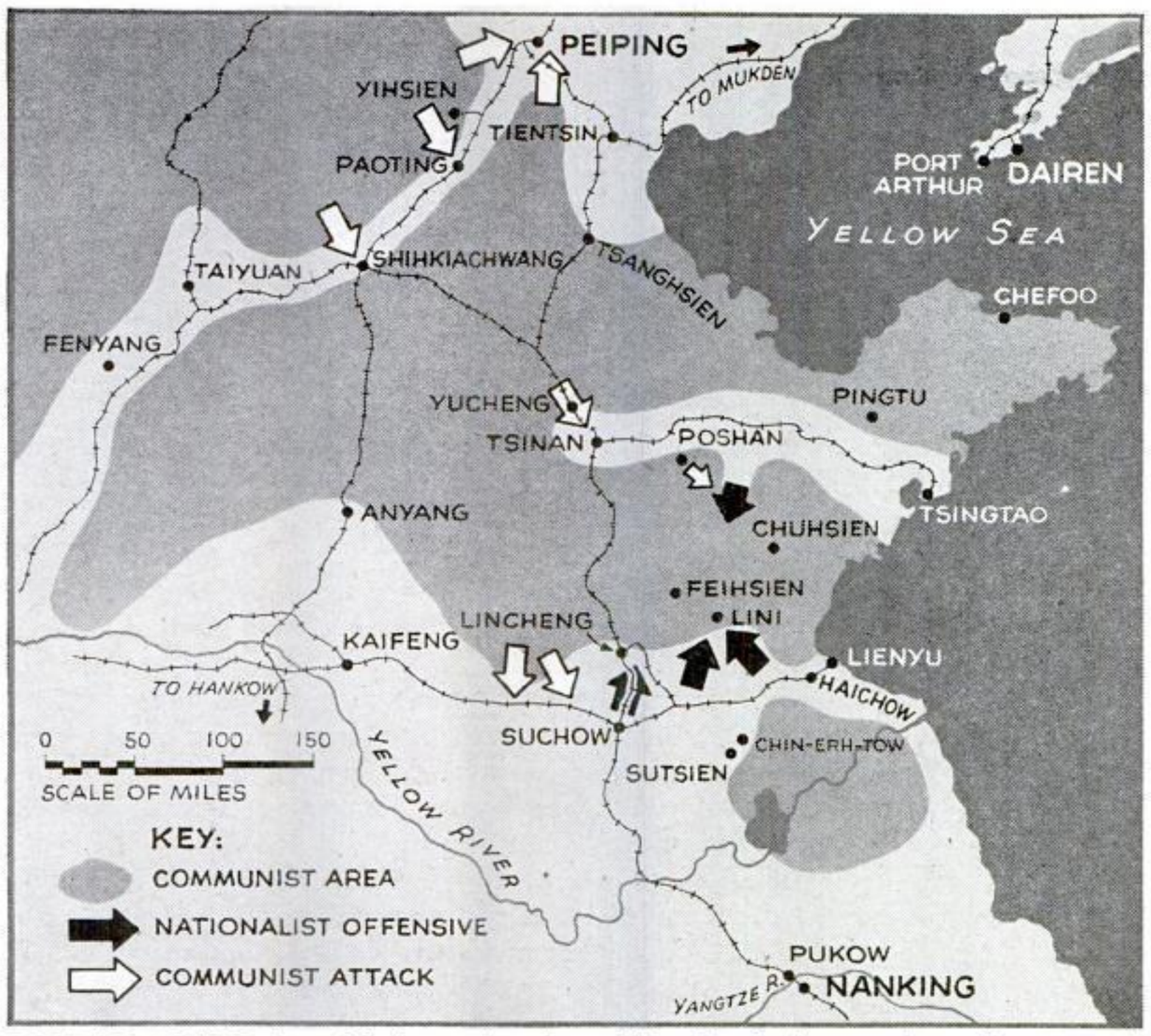
To military leaders of both sides it is a war of railways with government and Communist troops attempting to cut the only efficient communication system China has. To the tired, dispirited Chinese people the war represents tremendous losses of homes and lives. To Americans it has a further meaning. It means that U.S. foreign policy has suffered its greatest postwar defeat. In an attempt to build a united, democratic China the U.S. sent General George C. Marshall on a mission of mediation between Generalissimo Chiang Kai-shek's government and the burgeoning Communists. But for a policy the U.S. State Department chose to try to achieve quickly what Chinese history had not accomplished in centuries: unity and democracy, both at the same time. General Marshall, in a wearying year of negotiation before he became Secretary of State, found that neither aim, let alone the two at once, could be achieved by mediation alone. Government and Communists alike refused to make concessions sufficient for a compromise that would unite the nation and permit the growth of democratic institutions. So with a statement blaming the radicals among the Communists and the reactionaries among the government leaders, General Marshall came home. U.S. troops last week were packing up to follow him. China, shaken by economic crisis as well, was left to fight out a civil war. Its destruction and bitterness, shown on the following pages, would provide fertile ground for the Communists of both China and Russia.

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NEWLY CAPTURED OUTPOST is manned by government troops wearing heavy quilted uniforms against wintry cold. It was near village of Chin-erh-tow (*map opposite*), which Communists had occupied until previous week. Nationalists quickly put up earthwork defenses, turned numerous village houses into strongpoints when they took over.

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BATTLE ZONES are mainly in north and east China. LIFE's photographer and correspondent operated out of Suchow, covered the Kiangsu area around Sutsien and Chin-erh-tow.

CHINA'S CIVIL WAR IS A BATTLE FOR THE RAILROADS

Slowly, from a welter of little battles, China's civil war has emerged a recognizable pattern. Now it has become a battle for control of the nation's few railways. Battered by 10 years of war, broken and ill-repaired, these rusty ribbons still remain China's only effective means of transportation, and their control is necessary to any faction who would control all of China. With this in mind, Chiang's Nationalists launched a drive early in November to reopen the east-west Lunghai line (*map*). Their secondary aim was to split the Communist forces in Shantung and force them into the hinterland where, without supply lines, they would be forced to live off the countryside this winter and thus decrease their popularity. Hoping to force the Communists to stand and fight for their south Shantung headquarters at Lini, the Nationalists started with a frontal attack northward. But the Communists, realizing that they faced superior numbers and equipment, refused a major battle and instead staged a series of withering flank attacks that cut up two Nationalist divisions and slowed the offensive. Despite the fact that Chiang has U.S. planes (*top right*), well-equipped armored divisions and many accoutrements of modern war, the fighting is still a walking war. The usefulness of planes and tanks is lessened when the foe is a guerrilla army which strikes in small bands and then melts into the hills. The pace of the war is determined by how fast Chiang's blue-uniformed infantrymen can occupy and fortify the next mud-walled village (*opposite*), then ward off Communist raids while they plod on to the next village and the next and the next.



TROOP TRAIN, jammed with soldiers of 88th Division, moves up toward the active front north of Suchow. Trucks on top of flatcars are loaded with sorghum stalks which are used by Chinese as bedding, roofing and fuel.



AIR COMMANDER, Lieut. Colonel Yang, stands beside one of P-51s which government obtained from U.S.



"LITTLE DEVILS," such as one above, are Army cooks' helpers, usually are fugitives from hunger at home.



FOR RELAXATION the government army provides men slot machines (*above*) as well as entertainers (*below*).



CONTINUED ON NEXT PAGE



THREE NUNS who were riding on the LIFE team's truck describe how Communists broke into their mission and murdered two Franciscans they mistook for Americans.



BLOCKED BY JEEP, the truck driver is attacked in his cab (*above*). Below: driver, hatless and wildly screaming (*right foreground*), tries to defend himself out on the road.



INCIDENT ON A TRUCK RIDE

Tempers frayed by war erupt in small but brutal riot

To get from Sutsien to the government headquarters town of Suchow, LIFE *Photographer Mark Kauffman and Correspondent John Purcell begged a ride in a government truck. Along the way they overtook a government convoy and witnessed a bitter incident of war which they record on these pages.*

We had heard the half-told story for a week. Shortly after midnight on Jan. 1 a gang of Chinese Reds had come over the mission wall in Yentou and brutally murdered two Franciscans. Only three Chinese nuns knew the whole story. They had been there, and they were waiting outside now in the truck that was to take us out of the battle area. They smiled and thanked us profusely for the ride as we climbed aboard.

Our driver, angry at the delay, raced the motor, bumped wildly over the deep ruts in the city streets. Out on the hard-frozen highway he banged over ridges and potholes, trying to make up for lost time. The sisters huddled down for warmth and smiled as our traveling companion, Tsui Tsung-wei, asked questions: Just who had killed Father Augustin and Brother Benedict in Yentou? "Palu." Their eyes flashed and one of them gave a sign, thumb up and forefinger extended, which is the gesture for the Eighth Route Army and is often applied to all Chinese Communists. Did the sisters hear why the Franciscans had been murdered? They spoke among themselves for a moment and then answered with obvious embarrassment. "Yes, it was because the Reds thought the men were Americans." Tsui asked again, "Americans?" "Yes, Americans and spies. The Reds said they had orders from above to liquidate them."

It was known that the Reds were hostile to Christianity; I had seen their increasing and bitter anti-Americanism. Here apparently the two prejudices had combined to bring tragedy to a mission that had served China loyally and helpfully for 20 years. After Pearl Harbor the American in charge had been arrested by the Japanese. Another American had come back in 1946 but had turned the mission over to Father Augustin, a German, and Brother Benedict, a Dane. Despite the Reds' growing suspicion of priests and the fraying of everyone's tempers as Reds and Nationalists battled back and forth in the area, these men had stayed on long enough to hold New Year's services for their Chinese flocks. They planned to leave the next morning. But in the night, after the services had been held, Father Augustin had been throttled with a pair of bamboo poles. Brother Benedict's throat was cut.

"There is nothing to be done"

On the road now we were overtaking another section of a long artillery convoy. Our driver blew his horn, forging recklessly ahead until we found ourselves stalled behind the artillery commander's jeep. Our driver blew his horn. No response. He blew wildly again and again, then saw a good stretch ahead. He cut and started to pass. The jeep driver speeded up, staying in the middle of the road. Our driver overtook him and forced him to a crash stop off the road. Out leaped the artillery officer, shouting and clawing for his pistol. We looked back and laughed a little. Not for long.

With its motor roaring wide open the officer's jeep came up behind us, swung outside and ahead, blocking the road. The convoy halted. The officer climbed out, screaming with rage. A mob of his soldiers swarmed the truck's cab, shouting, driven on by the officer's hysteria. Our driver's screams pierced our ears. Kauffman jumped up and started taking pictures. We were shaken with terror, wondering when our turn, as passengers, would come. "They'll shoot him, they'll shoot him," Tsui said.

Our driver's desperate hold on the wheel was broken by three soldiers using crank handles, jabbing and striking his arms. He was hauled out and fell cowering on the road. The soldiers with the crank handles and jack irons bent to their work, striking again and again—arms, body, legs. Then two men pulled him upright and a third kept smashing him in the face. The mob no longer shouted. From the driver came only broken sobs. The artillery officer's chest heaved with great breaths. At last the driver was flung beside the road in a final flurry of crank handles and kicks. He lay there gasping. The artillery officer turned silently and re-entered his jeep. The driver lay there a long time.

The sisters had been watching, their faces expressionless. My hands were trembling. I turned to Tsui. "Ask the sisters what they think of this." "They say," he translated, "that this is not an affair of theirs. There is nothing to be done." A new driver climbed into our truck. We drove on.

There is a lesson in this incident. This is a harsh country, made harsher by the terrible strain of civil war. Two men inside a mission can be murdered because of mistaken identity. Another can be beaten unmercifully for showing lack of respect. And for those who are not killers or victims, beaters or beaten, the answer is the same: until real peace comes, there is nothing to be done.

—JOHN PURCELL

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KNOCKED SPRAWLING on the roadside, driver is thoroughly beaten with crank-handles, then kicked viciously in the head. Rest of the soldiers move toward him in a mob. By now his screams have turned to low sobs and gasps. Photographer Kauffman risked having the mob turn on him when he took these pictures from the back of the truck.

MOB CLOSES IN on driver. While one holds him by the hair (*above*) another smacks him with a crank handle. Then three others pile onto him (*below*). The beating over, driver was left alone, bleeding and gasping for breath. Only his heavy cotton-padded uniform saved his life. Another driver took his place and the truck started off again.

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THE WOUNDED, remnants of government's 26th Division, wait on platform for evacuation after division was cut up by Communists near Shantung border. Their defeated commander committed suicide.



THE PRISONERS, captured from the Communist army, are held in concentration camp for lectures to sway them from Communism. After several months the older ones are sent home, younger put in army.



CLAD IN RAGS, THIS SOLDIER ESCAPED COMMUNIST CAPTORS

COST OF FAILURE IS WRITTEN IN THE FACES OF THE WOUNDED

The faces on these pages portray starkly what U.S. failure is costing China. The origins of the conflict we failed to prevent reach far back into centuries of Chinese history, to the feudalism that still persists in many areas and to the infiltration of communist ideas from the north. While Japan was the common enemy, the civil conflict could be repressed, but V-J Day to China meant the return of her own internal struggle.

U.S. mediation was tried tirelessly on both Chiang Kai-shek's government and the Yenan Communists with the belief that the exhaustion of a long war would make both sides more tractable. General Marshall induced Chiang's government, which had led China through the darkest hours and was in control of two thirds of the country, to offer some concessions. But Chiang saw no reason for taking steps that would materially weaken his government's grip. The Communists, old hands at trouble-making, refused to surrender either armies or territories to a government in which they feared they would be, at best, an impotent minority.

Under such conditions Marshall was unable to lay the groundwork for either democracy or unity, the aims of his ambitious policy. Upon his withdrawal he gave no hint of what policy would be adopted—complete U.S. withdrawal or continued aid to Chiang on condition that he institute reforms. Withdrawal would play into Communist hands as Chiang pointed out last week. Protracted fighting would be bound to shatter the already tottering Chinese economic structure. So grave has China's position become, with the inflated Chinese dollar hitting a new high exchange rate of 19,000 to one U.S. dollar, that the government has banned circulation of U.S. currency and started a vigorous anti-black-market drive. Supporting Chiang with supplies, credits and loans also invited difficulties. Could a line be drawn between helping China's economy and helping Chiang wage a full-scale anti-Communist war? Would the U.S. public stand for lending material wealth and prestige to support a regime that so far had shown itself reluctant to clean up its own house?

The choice was most difficult but the adoption of some policy was urgent. The blight of civil war was spreading so far that peace, democracy and unity in China might for generations remain nothing but words in the mouths of diplomats.

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CHINA CAN GIVE LITTLE HELP TO HER WOUNDED SOLDIERS. IN THIS HOSPITAL NEAR SUCHOW ONE MAN HOBBLES WITH CANE, THE OTHER LIES ON BRICK BED

EDITORIAL

THE BRITISH CRISIS

WE CANNOT WATCH WITH INDIFFERENCE WHILE OUR CLOSEST ALLY GOES DOWN

The current breakdown in Britain recalls the axiom that Britain has but two natural resources, coal and the national character. Coal has long been the source of such scant domestic warmth as the Englishman allowed himself. It ran his steam engines and his electric plants. It was the central item of his commerce, accounting for 70% of his exports by volume, 12% by value. Today his coal production is insufficient for his own needs, to say nothing of his dependent neighbors. And what about his national character? Well, we have been taking our hats off to it for years. Maybe we'd better have another look.

By the immutable action of the solar system, the weather will improve and the headlines and candles (*pp. 43–46*) will become memories. But the basic unhealth of the British economy will remain and will compel historical changes. These changes may be upon us sooner than we think.

Long-Term Trouble

Too many Britons still dig coal with pick, shovel and blind pony. The American miner, using pneumatic cutter, automatic loader and electric train, produces four times as much coal a day. Mechanization, the obvious solution to the British coal problem, has been too long delayed for a number of reasons: the fuddy-duddyism of the British coal barons, the investment-discouraging British tax system and the likewise dispiriting expectation (now realized) that coal would be nationalized sooner or later.

All these considerations are part of the British character, which is peculiarly suited to a policy of drift. The British have not so much embraced socialism as drifted away from capitalism.

It is now the Labor government's turn to drift, and the Conservatives, who have few votes and no alternative program, have taken their turn at needling. They score most sharply at socialist planning for planning's sake, which has kept officials so preoccupied with blueprints, such as coal nationalization, that they have no time for administrative tasks, such as keeping the miners at work. It appears that a Labor government cannot have a labor policy of anything but higher and higher pay for less and less work. The Conservatives have happily resurrected Samuel Johnson's remark when he was reproved for laughing at "schemes of political improvement." Said Johnson, "Why, Sir, most schemes of political improvement are very laughable things." The long-suffering British have even turned their wit on their own notorious patience, wondering aloud whether it is a virtue or merely a habit.

And which is it at this point? If it is a virtue, it is not the one that will save England from its present crisis. Even now there is not enough pressure behind the mine-modernization program. And since that program will take at best several years, one looks anxiously for pressure behind some alternative solution. For example, why not put British industry on an oil basis? Oil costs more than twice as much in London as it does in New York and it shouldn't. Or there is the very sensible question of Bernard Shaw, one of the fathers of the Labor party, who asks between chattering teeth why his political children don't convert the rolling Scottish tides into hydroelectric power.

The point is that Britain's case calls for drastic change—a big upset in present modes of thought and industrial habit. If it is true, as some Englishmen maintain, that the coal age is over, and that in a socialist society nobody will want to grovel in the earth any more, then one might expect British socialism to be pushing for atomic power as hard as it can. But such ventures strike the British mind, be it Tory or Socialist, as a little too much on the Buck Rogers side. For it is in the modern British character to scorn the razzle-dazzle and to play ball as they do at Minnesota, five painful yards at a crunch.

So much for cousinly reproof. The British character is not likely to change markedly. We must take this into account. For the British problem is our problem too.

Last year we recognized this mutual interest by advancing Britain a $3,750,000,000 line of credit. Its purpose was to help her eat, modernize her plant, fund her debt and otherwise become a healthy partner in building a world fit for heroes to live in. This credit, it is now clear, was too closely trimmed. For Britain has had to continue and even expand her costly fiscal and military commitments.

Her credits to France, Denmark, Belgium and some other countries were denounced by the late Lord Keynes as "Foreign Office frivolities." But they at least help to keep the markets of friends comparatively free. The military commitments require maintenance of 1,000,000 men under arms, doubly expensive considering the British need for manpower. But these troops have occupied a portion of Germany that we—or the Russians—might otherwise have had to occupy. They have discouraged Yugoslav ambitions for a coup in Trieste. They have played a role in Greece, probably preventing Russian emergence as a power in the eastern Mediterranean. They have patrolled such turbulent areas as Palestine and India.

Plump Cabin Boy

Although the government has announced that it will not reduce its military commitments this year, the pressure is mounting. In this manpower shortage the British army is like a plump cabin boy among shipwrecked sailors on a raft. While the Morrison-Shinwell-Cripps wing of the government eyes him hungrily, he is guarded by the Bevin-Attlee-Foreign Office wing, which is resolved to prevent cannibalism at all costs. But the cabin boy, and with him Britain's world prestige, is not likely to escape without losing at least a leg.

With the outlook so bleak for the British economy, and with British troops consequently likely to be called home, it is certainly not too early for the U.S. to be thinking about what it should do. Here are three alternatives:

1. Do nothing, *i.e.*, ignore the whole history of this generation and of two wars by trying to pretend Britain's fate does not concern us. That would surely entangle us in the bloody sort of chaos and grabbing that always follows an empire's collapse.

2. Revive Lend-Lease or its equivalent, so that Britain can maintain her army. This would either turn British soldiers into U.S. mercenaries or else the U.S. would be merely a silent and nonvoting partner in whatever policies Britain imposed.

3. Bring about a closer economic and military cooperation between the U.S. and Britain than has existed before, even during the war. Of the three alternatives, this is by far the wisest. To help Britain through its manpower troubles the U.S. should assume more of the military load. As the zones are merged in Germany, for example, the U.S. should replace some of the 300,000 Britons currently assigned there.

Policies of Action

There might not be much disagreement about policy in Germany. But if it comes to our policing Palestine, Greece, India or other hot spots, then the Zionists, the foes of 19th Century imperialism among us and groups representing those upon whose toes the British stepped would surely howl. Well, in a democracy they have every right to. But the point is that while these complaints were largely academic before, we now must get down to realistic debate and arrive at policies of direct action. The policy we finally adopt may in most cases parallel the previous British policy, but the decision must be ours, and firmly so. This sort of ball carrying, as opposed to sideline coaching, will be welcomed by the British.

But besides all this we must take action to restore health to Britain's economy. This means giving British industry as much technological help and leadership as the Englishmen can be persuaded to accept. It means laughing away our old fears of British competition, even stilling our newer fears of British state-trading competition, since the one best weapon against state socialism is simply to dissolve it on a tide of mutually expanding trade and profits.

Ideally the American objective would be an ultimate merging of our two economies in a complete freedom of trade and migration. The psychological moment for making such an offer is not now, but it may come sooner than we think.

The present British crisis is fair warning that Americans no longer be merely well-intentioned observers and critics in a safely compartmented world. We are already up to our knees in Britain's fate. If she weakens further, we shall be in up to our necks.

PICTURE OF THE WEEK: ➔

Last week for Harry Truman the end of a long political winter seemed at hand. Some senators took a chilly attitude toward the nomination of Lilienthal to head the Atomic Energy Commission, Congress still stared coldly at the budget, but here and there spring bloomed. The President amiably received a 4-H Club champion, gave him a silver table service. Archbishop Athenagoras, spiritual leader of 785,000 Orthodox Greeks in America, called on Baptist Truman, gave him a sacred order, a piece of the true cross and a ceremonial kiss (*opposite*). Winter seemed over and gone, and the voice of Democratic Chairman Hannegan was heard saying that Truman would indeed be a candidate in 1948. The President did not rebuke the voice.

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PRESIDENTIAL BROW IS KISSED BY ARCHBISHOP
OF THE GREEK ORTHODOX CHURCH IN AMERICA

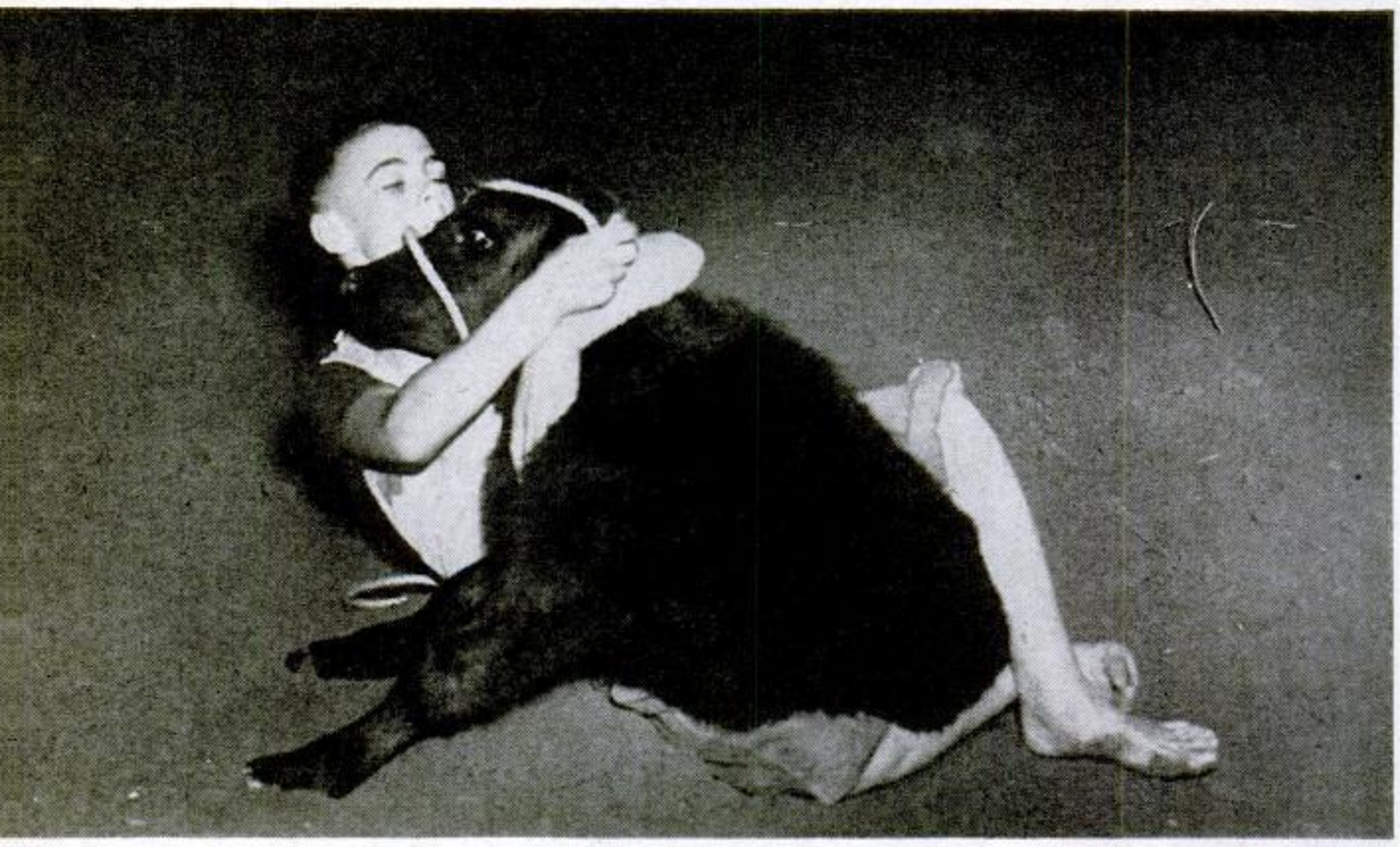
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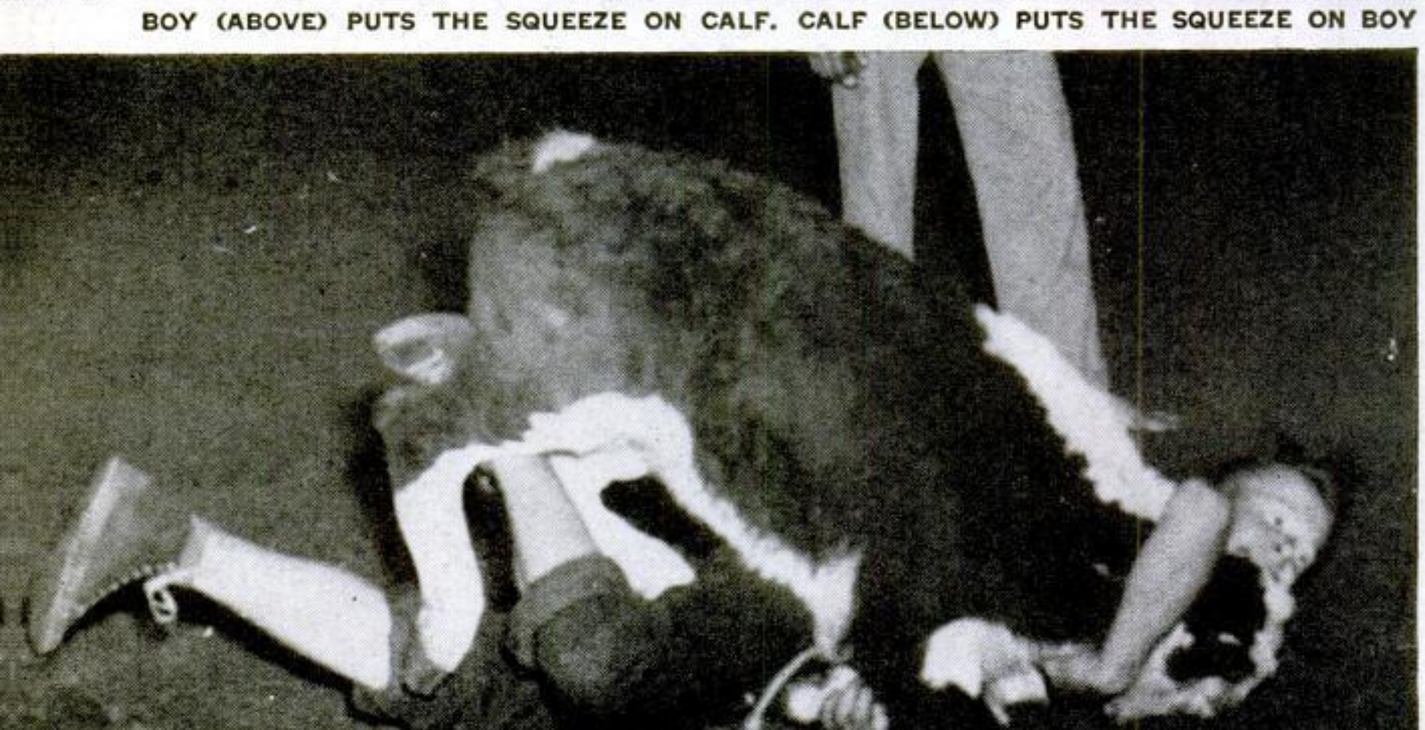


FLYING TACKLE FLOORS ONE PLUCKY BOY BUT KEEPS A YOUNG HEREFORD MOVING FAST



AN AMBITIOUS TEXAN CLIMBS ATOP AN ANGUS AND GETS BUMPED AGAINST ARENA WALL





BOY (ABOVE) PUTS THE SQUEEZE ON CALF. CALF (BELOW) PUTS THE SQUEEZE ON BOY



A SCAMPERING HERD OF HEREFORD CALVES WHEEL AND SCATTER ACROSS

SCRAMBLE FOR PROFITS

Boys catch and keep calves in Houston contest



SMALLEST WINNER, 68-pound Billy Hall, pulls 140-pound Angus across the finish line. His uphill fight even brought cheers from the contest's judges.

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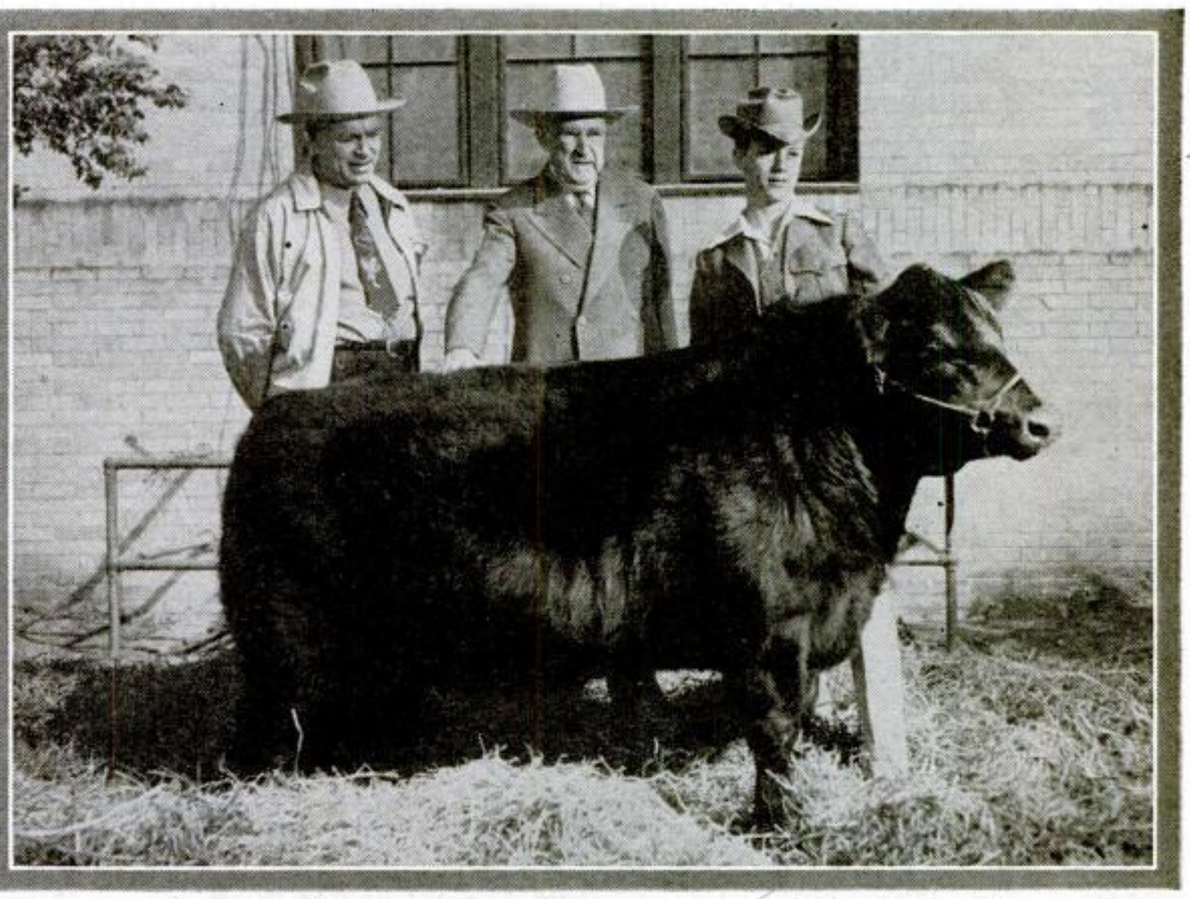
THE ARENA OF THE HOUSTON COLISEUM AS TEXAS FARM BOYS CLOSE IN. SPECTATORS BOUGHT CALVES FOR SOME BOYS WHO MISSED THEIR CHANCE IN THE ARENA

The scampering calves above may appear to be doing some beefy downfield blocking, but to the boys behind them they represent opportunity on the hoof. As an added attraction at Houston's annual stock show last fortnight, local sponsors lined up 300 teenaged stock raisers and 150 calves at opposite ends of the Coliseum arena. Each calf went to the boy who could catch it, halter it and hustle it across the finish line.

Fifteen separate heats, involving 20 boys and 10 calves each, were run off. The hapless Herefords and Angus' averaged 15 years younger and 40 pounds heavier than their opponents. Although the calves often came out on top (*see left*), each eventually found itself on the far end of a rope. Some of the boys made their catches in less than a minute, but one lucky dogie dragged its captor for a quarter of an hour before giving in. Each lucky young farmer was bound by the rules of the show to fatten his prize and return it for sale in 1948. This means a year of high living for each calf and up to $1,000 for its owner.



IN 1946 this 200-pound calf was caught by Dayton Hohmann (*right*), 15, who then posed with calf's donor, A. H. Kennerly (*center*), and County Agent C. V. Robinson.



IN 1947 the same calf returned as a 970-pound steer which sold for $1 a pound, was judged best raised of all those caught last year. This won Hohmann (*right*) a new calf.

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BRIDGE COLLAPSES IN GASOLINE FIRE

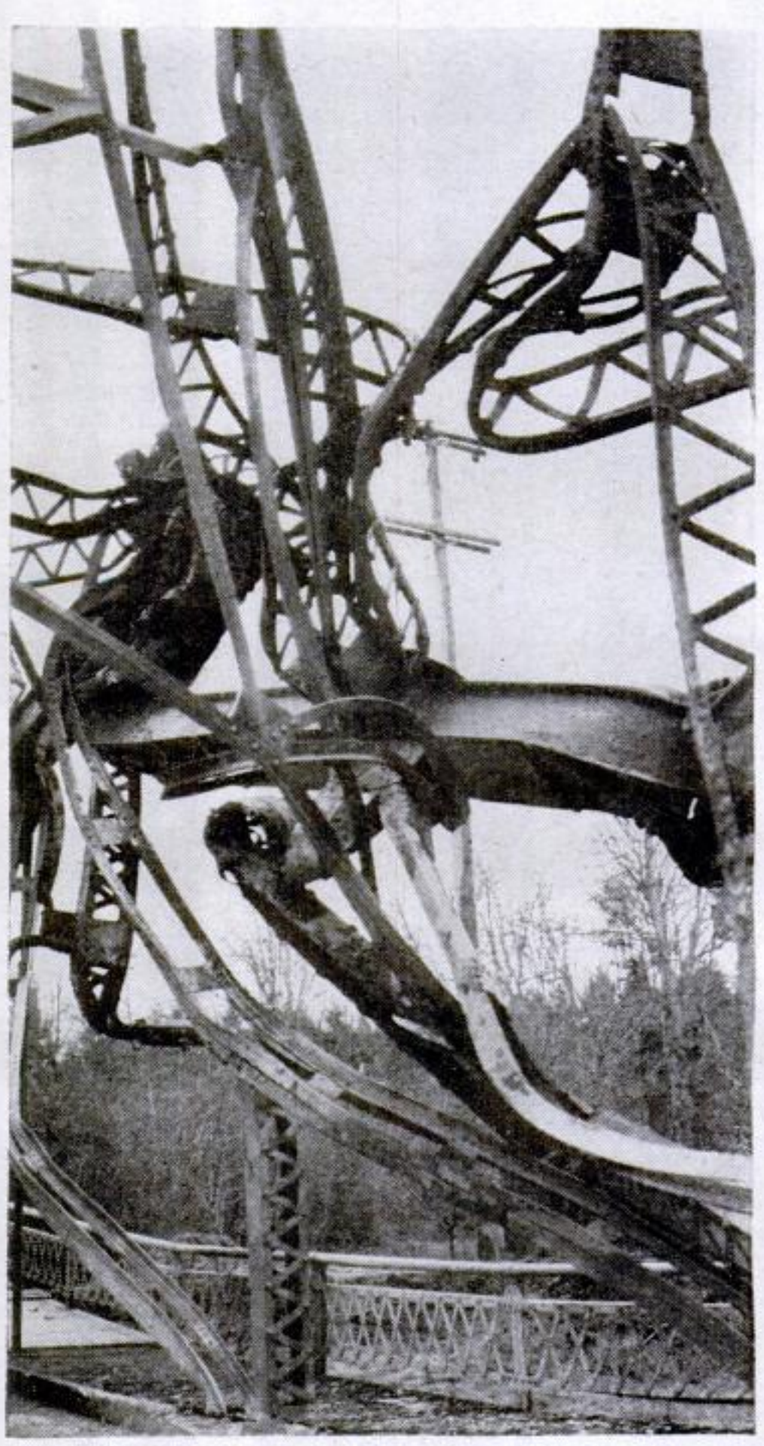
Truck crash dumps it into the river

A fortnight ago in Washougal, Wash. a wide hay truck and a wide gasoline truck met in the middle of the narrow Washougal River bridge. Like two flatulent hogs in a stockyard chute, they honked at each other, then sideswiped. The hay truck kept going, but the gasoline truck was stalled in the center of the span. Soon a second gasoline truck, pulling a trailer, lumbered up behind the first and smacked its rear. Fire broke out. In a few seconds both trucks and 9,000 gallons of gasoline were blazing furiously (*top*, *right*) while both drivers ran for their lives. The drivers escaped unhurt but in half an hour the 220-foot bridge buckled in the flames and collapsed into the river (*right*, *bottom*).

The Washington state engineers had long worried about their 20-year-old span across the Washougal. It was a skinny, spidery bridge that had been built before heavy trucks and trailers became common on U.S. highways. It was too narrow. Its girders were dangerously low for vehicles requiring high headroom. Hoping to forestall trouble, highway officials had put up warning signs near the bridge and painted stripes on its portal beams (*left*). The trouble came anyway. For Washington taxpayers, the crash had a prompt fiscal echo. Both gasoline trucks were insured. But although Washington taxpayers had been saying for years that their bridge was dangerous and should be insured, it was a total $250,000 loss.



ON NARROW BRIDGE wind-whipped flames from two blazing gasoline trucks begin to soften the overhead girders. The stalled truck (*center*) was rammed from behind by second gasoline carrier which is obscured by the smoke.



TWISTED GIRDERS were wrenched into a tremendous knot when the fire-weakened span fell into the river.

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BRIDGE BLAZES (*above*) with burning gasoline which weakens the beams and pours, still blazing, into Washougal River. Through the flames the two trucks are still visible.

THIRTY MINUTES LATER, picture below, taken from same spot, shows bridge collapsing into the river and dunking truck. Flames did not die down for several hours.



ASSOCIATE JUSTICE WILLIAM O. DOUGLAS OF THE SUPREME COURT IS SERVED WITH A SODA BY HIS DAUGHTER MILDRED IN A WASHINGTON, D.C. DRUGSTORE

A SODA FOR POP

Daughter of Supreme Court justice gets a job in a capital drugstore

The daughter of $25,000-a-year Supreme Court Justice William O. Douglas does not have to worry about where her next Coke is coming from. The fact is that she can mix it herself. Mildred Douglas, to the surprise of official Washington, was discovered recently working as a soda jerk in the People's Drug Store in the capital. A pretty 17-year-old high-school girl with fluffy brown hair and blue eyes, Mildred works Saturdays and Sundays, gets 65¢ an hour. She was somewhat abashed by the sudden flood of newspaper publicity and shyly announced that she took the job for the money. Mildred started with the same drug company in Alexandria, Va., where the Douglases live, but was transferred to a Washington branch, which is 15 blocks from the chambers of the Supreme Court. Her industriousness is nothing new to the Douglas family. Mildred's brother Bill, 14, has a paper route.

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LOOK FOR THE RED-AND-WHITE LABEL

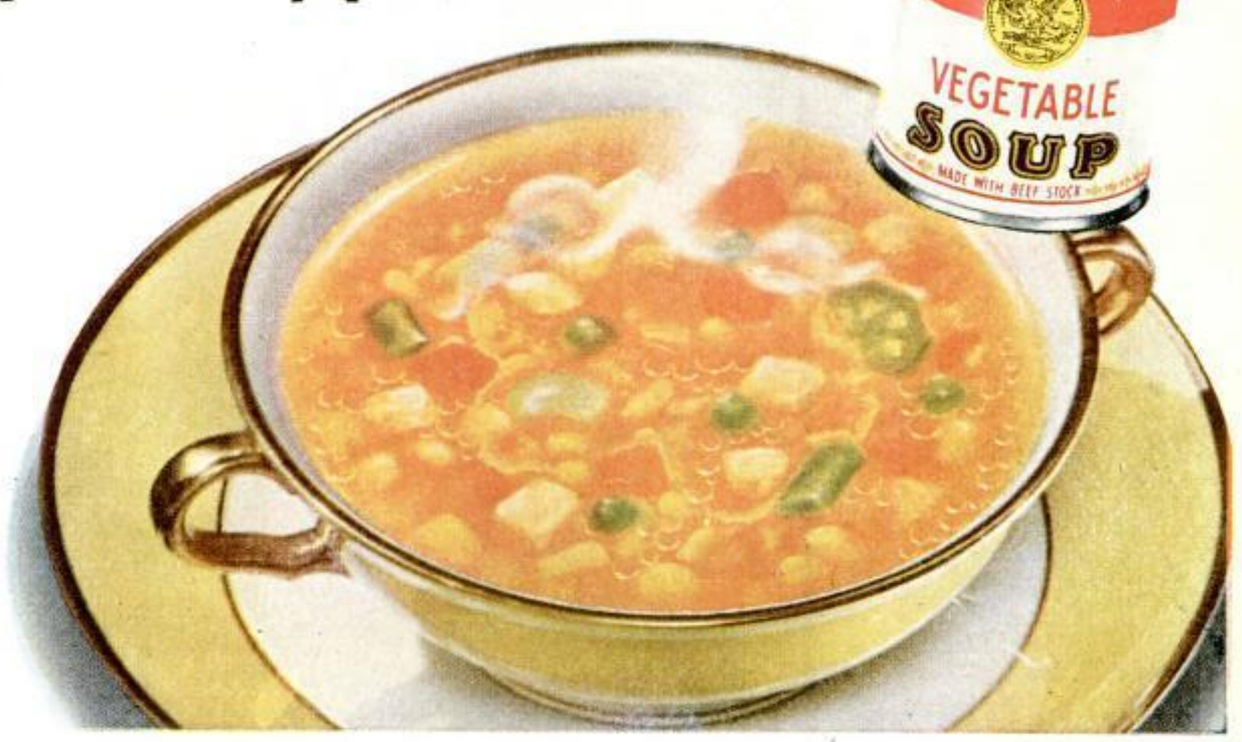
"Whew! Did I Marry an Appetite!"

"He's my kind of man and pretty swell . . . but he can be quite a problem come meal-time. Luckily, it didn't take me long to discover how much he goes for a fine, hearty dish like Campbell's Vegetable Soup. Most men do, I guess. And I don't blame them. Why, with all those wonderful garden vegetables and that grand beef stock, it's not only delicious—it's . . . it's almost a meal in itself! Yes, Jim says Campbell's Vegetable Soup is 'just our dish'. Naturally I serve it lots. Wouldn't you?"

Campbell's

VEGETABLE SOUP





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BIRDS EYE FISH FILLETS with ALMOND CREAM GRAVY

2 packages (about 2 pounds) Birds Eye Fillets of Cod or Haddock, or Red Perch, partially thawed
4 tablespoons butter
⅓ cup chopped blanched almonds
2 teaspoons flour
½ teaspoon salt
Dash of pepper
1 cup light cream
1 box Birds Eye Spinach, cooked

Cut fish in serving pieces. Fry in butter in heavy skillet 15 to 20 minutes, turning to brown both sides. Remove fish from skillet. Keep hot.

Sauté almonds in the butter left in skillet until golden brown. Add flour, salt, and pepper and blend. Add cream gradually and cook over medium heat until mixture is thickened, stirring constantly.

Cook spinach as directed on package; drain, chop, and season with 1 teaspoon lemon juice and 2 tablespoons butter. Arrange fish on hot platter with spinach. Pour almond gravy over fish. Serve with Birds Eye Mixed Vegetables. Makes 4 servings.

All-Birds Eye all-wonderful dinner! { You can fix it in 30 minutes flat!

You never had grander fish-eating than these Birds Eye Fillets in luscious almond cream gravy. Not even when you slaved all day over a hot stove!

Birds Eye Fish Fillets are so tender, so succulent! They *sing* with the tang of the deep, cold sea—their *ocean-fresh* flavor is sealed in by quick-freezing *within 4 hours* after the trawlers dock.

Sauced up with almond cream fixings, served up with young, thick-leaf Birds Eye Spinach and delicious, *farm-fresh* Birds Eye Mixed Vegetables—*there's a dinner!*

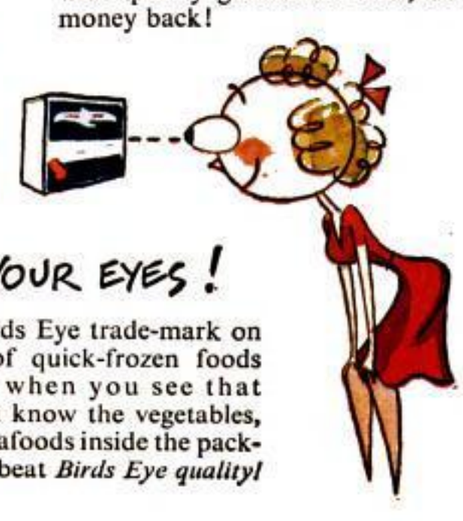
Takes only 30 minutes to fix—including the sauce-making. Birds Eye does almost everything but the cooking. Does away with all waste. Every *smitch* of this dinner will be gobbled up. Serve it tonight—and *see!*





DON'T BELIEVE YOUR EARS!

You'll hear some folks say that other brands of quick-frozen foods are the "same as" Birds Eye. Well, it just isn't so! If you've compared, you KNOW there is *only one Birds Eye*—Birds Eye with quality guaranteed best, or your money back!



TRUST YOUR EYES!

Look for the Birds Eye trade-mark on every package of quick-frozen foods you buy. And when you see that "Birds Eye" you know the vegetables, fruits, poultry, seafoods inside the package are can't-be-beat *Birds Eye quality!*

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TRAPPED BY BLIZZARDS IN A DERBYSHIRE FREIGHT YARD, HUNDREDS OF LOADED COAL CARS WAIT FOR THE TRACKS TO BE CLEARED TO FUEL-STARVED CITIES

BRITAIN'S COAL CRISIS

A terrible winter aggravates fuel shortage and shuts down industries

The face of Britain, already lined by poverty and privation, last week took on the unhealthy pallor of extreme cold. There was not enough coal to provide either warmth for the home or power for the factory. What there was lay piled in freight cars or in a hundred ships, immobilized by the worst winter most Englishmen had ever known.

The trouble was in the mines, where lack of manpower and modern machinery laid a semiparalysis on coal production. Aggravated by the transport tie-up, it had suddenly developed into a national crisis. Fuel Minister Emanuel Shinwell issued a ration plan so severe that a third of British industry had to shut down. For five hours each day stores, factories and the chilly homes of the people were denied electricity. Six million men were forced out of work; a million went on the dole. Oil lamps and candles struggled feebly to dispel the gloom which settled over the great commercial houses of London (*right*).

Despite Opposition rumblings, there was no immediate test of the government's strength. Prime Minister Attlee marshaled troops and idle citizens to get the trains moving. At week's end the dilemma was beginning to ease. Warmer weather was near. But farther away than ever was the world equilibrium which depends on British industrial recovery. To recoup, the Labor government must now enforce a new drain on the people's morale: rigid fuel controls for as long as a full year ahead.



WORKING BY CANDLELIGHT when electricity is shut off, London brokers keep overcoats and top hats on, continue business as usual despite the severe cold.

CONTINUED ON NEXT PAGE

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"Did you say WOMEN were vain?"



ED: That I did. That I did.

JEAN: But MEN aren't vain. Is that it, de-ar?

ED: That is it, Ever-loving. Women are always primping. Yes—and looking in mirrors on weighing machines.

JEAN: So-o? Well how is it that *you* —a *man*—happen to be home sick with a cold, may I ask?

ED: Oh—just picked up a small sniffle.

JEAN: "Picked up a sniffle," is it? You know *perfectly well* you caught this cold at the BPOE dance. You caught it by not wearing your muffler because you wanted to show off your new Arrow Shirt! You made it worse by not wearing your coat in the office next day. Wanted to exhibit that "Mitoga" figure-cut design—or whatever it is. Then—

ED: Gee, hon—don't be so tough on me! After all, it's been *years* since I've been able to buy Arrow Shirts and—aw, don't cry, honey!

JEAN: (*sniffle sniffle*) I'm NOT crying! I just get worried over you acting so foolish. *I* know how handsome those Arrow Shirts are and how they've even



got the Sanforized* label. But I worry when you get sick, you big lug.

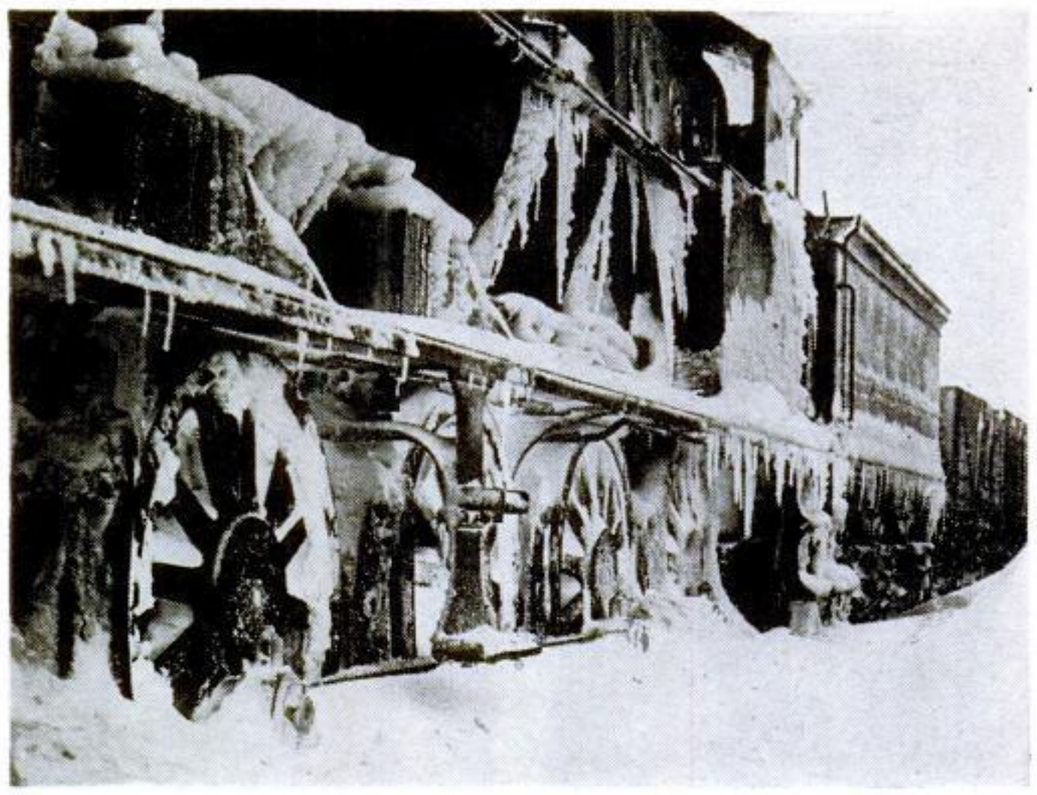
ED: Aw—shucks, sweetie. Don't you know nothing but *good* can happen to a guy when he's wearing an Arrow shirt? That is, usually. *Cluett, Peabody & Co., Inc.*

**fabric shrinkage held to 1%.*

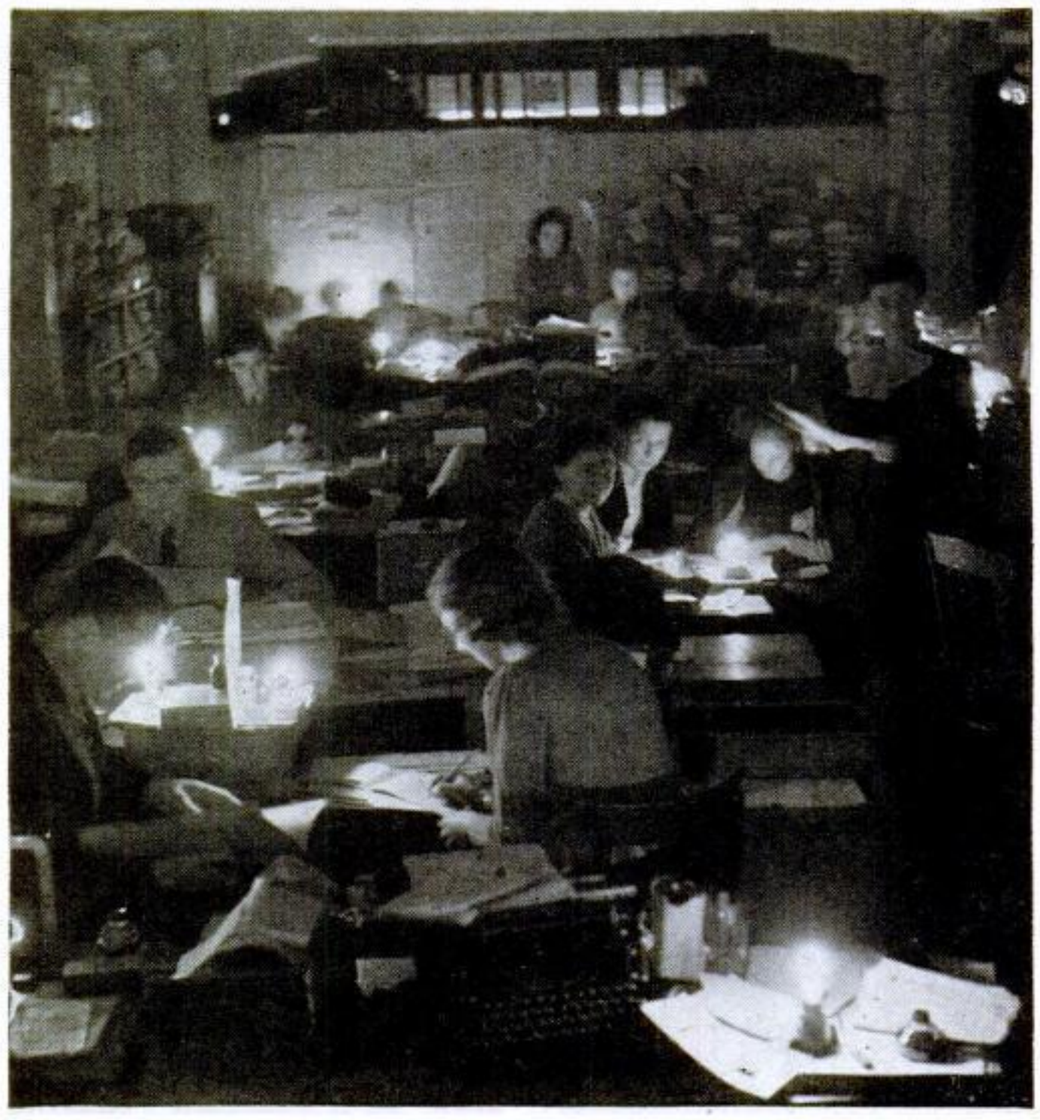
ARROW SHIRTS

$3.25 • $3.75 • $3.95 • $4.75

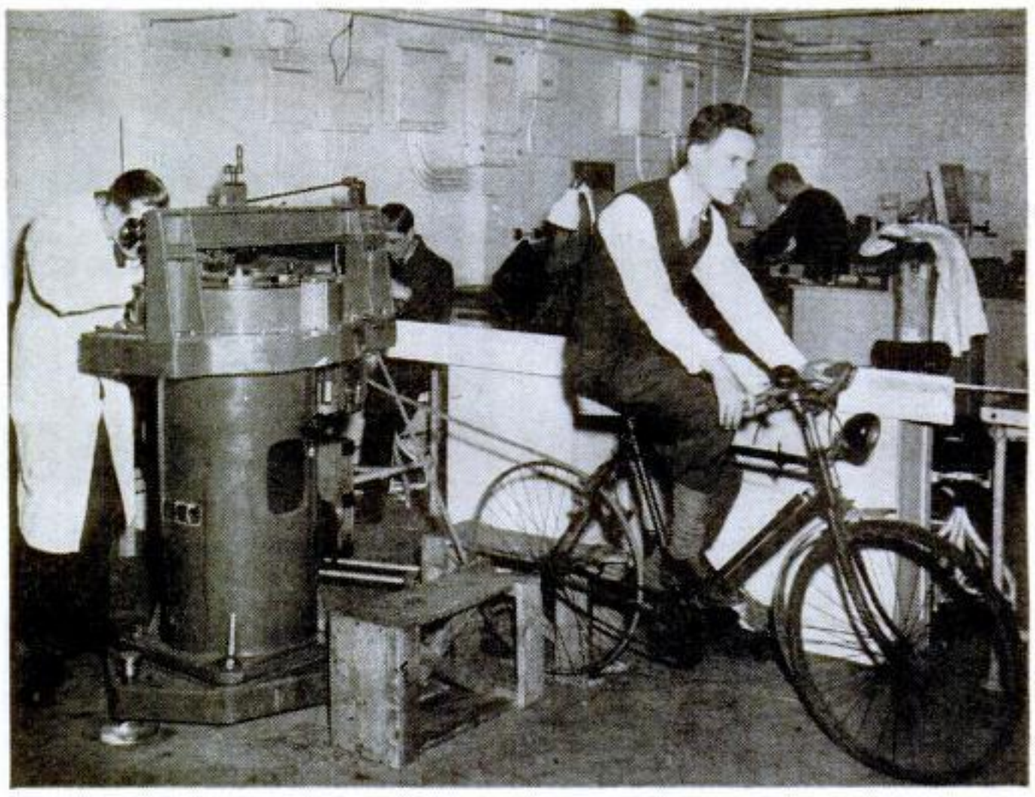
Britain's Coal Crisis CONTINUED



A STALLED ENGINE and its string of coal cars wait outside Manchester while track ahead is cleared of heavy snowdrifts. When switches froze, flame-throwers were used to thaw them out, but this sometimes melted tracks too.



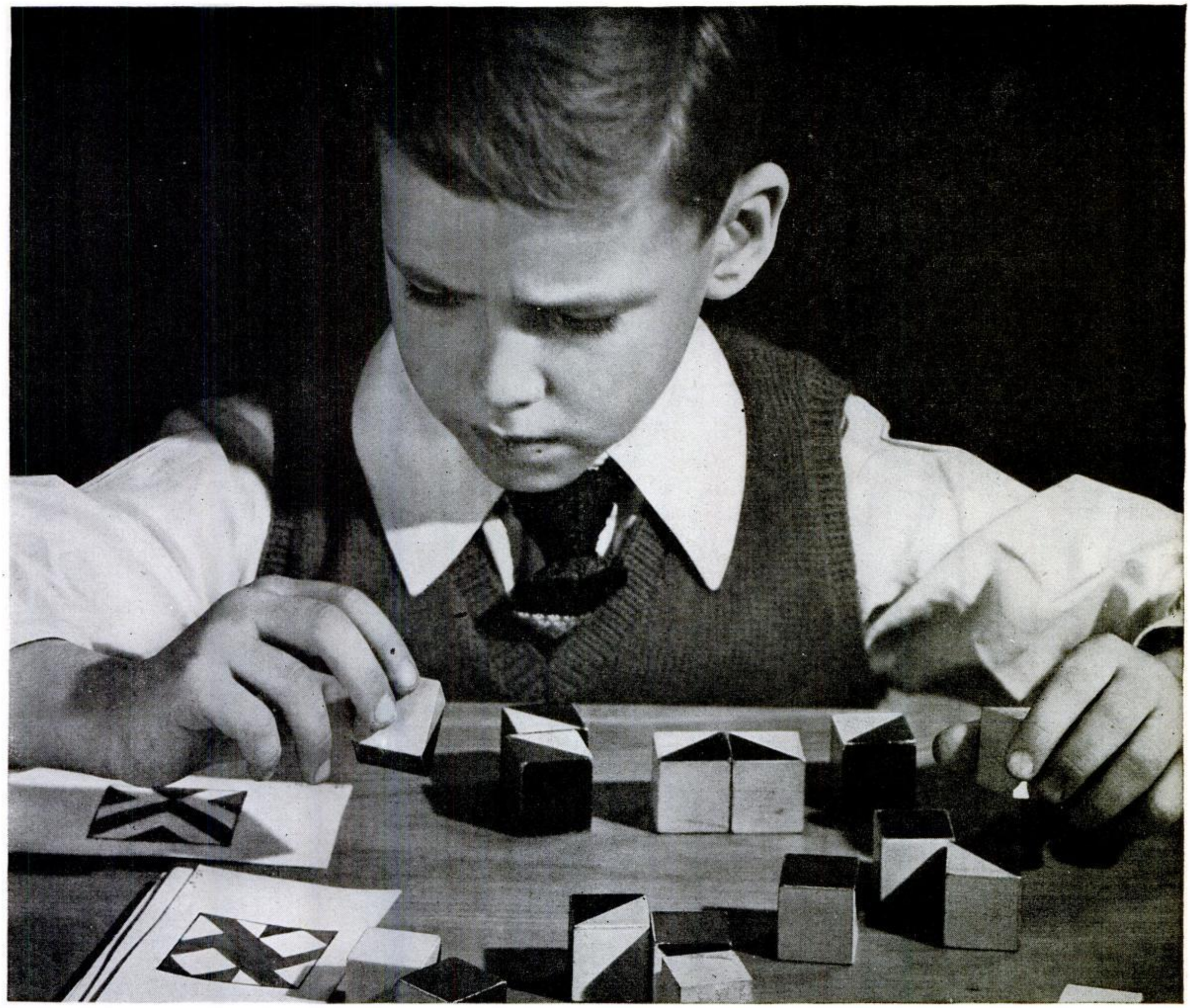
ELECTRICITY BAN, effective from 9 a.m. to 12 and 2 to 4 p.m., forced these movie employes to work in semidarkness. Most department stores and shops stayed open but did little business except for a record run on candles.



A BICYCLE furnishes power to operate the machines of a small London factory. Such ingenuity, however, was of no help in Britain's heavy manufacturing industries. Auto, steel and vital export companies were among hardest hit.

CONTINUED ON PAGE 46

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Can you spot the stumbling block?

Johnny can't quite get the hang of this elementary I.Q. test. His rating won't be up to average. But before you put him down as "dull"—let's inquire into Johnny's *diet.*

Were the same inquiry made into the eating habits of *most* American children, the results would be heartening. But there are still too many, like Johnny, who go to school with a watery beverage and a bun in their stomachs. Or — worse — go without any breakfast at all.

What's that got to do with their I.Q.? The experts say — plenty. Pioneer tests in the field show that ability to learn is affected by the food youngsters eat. For healthy minds, as well as strong bodies, tomorrow's citizens deserve better *meals.*

Fortunately, more and more parents are learning how to provide them. Let's hope that soon the A, B, C's of good nutrition are something *every* parent will know.

We at National Dairy know a lot about food, for we supply many different kinds of it. Especially nature's most nearly *perfect* food — milk. We've gathered together many of the country's top specialists — and pooled their skills — to study milk's properties, its processing, its ever-increasing possibilities as a chemical resource.

This research has helped the whole field of nutrition. But the food needs of a nation like ours don't stand still. We expect to contribute even *more* to America's future health.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.

Kraft · Sealtest · Breyers

NATIONAL DAIRY
PRODUCTS CORPORATION
AND AFFILIATED COMPANIES

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Who's Your favorite brunette?

Ever meet a *hipped-up gunsel*? Ever own an *iron*? Ever been shadowed by a *shamus*? This is all part of the cops-and-robbers business with which Bob Hope is involved in "MY FAVORITE BRUNETTE." The funniest guy in America yearns to be a *private-eye*, especially after getting a private eye-ful of delicious Dottie Lamour. You'll probably miss some of the fun because you'll be laughing so hard at Bob and Dottie going from one rib-ticklish spot to another. That's why so many people have to see a Hope picture twice. And right at the very end of "My Favorite Brunette" . . . well, you go see it yourself. We don't want to spoil The Movie Gag Of The Year!

• • •



And speaking about pictures, there's "CALIFORNIA" for instance. It's as big a hit as pie-a-la-mode as this is being written and by the time you read it, "California" should be as popular as a cut in taxes.

Maybe you liked the new things we did with Technicolor, or because Barbara Stanwyck is at her best playing *that* kind of woman . . . with Ray Milland as her kind of man. Whatever it is, spectacle, drama, romance, or the period, "California" has it in extra large doses.



• • •

Suddenly we've hit the bottom of the page, with just enough space to mention "SUDDENLY IT'S SPRING," which you'll be hearing and seeing lots more about very soon. Paulette Goddard, who looks so much like a Varga girl in this picture that we had that artist portray her as one, has 24 hours to win her hubby back from that husband-hunting redhead, Arleen Whelan. As the fellow with such wonderful double-trouble, Fred MacMurray is terrific.

• • •

These three pictures, plus "DEAR RUTH," "WELCOME STRANGER," "PERILS OF PAULINE" and "VARIETY GIRL" are the big seven of '47 . . . the movies that are going to keep Paramount at the top of your popularity poll again.

Paramount Pictures



PIANO FOR FUEL, one of a hundred given away by a Bristol piano maker, is carted off to his home by 90-year-old Henry Judd. Most Britishers went scavenging for scraps of wood and queued up in the cold for tiny coal rations.



REPROACHFUL EFFIGY of Fuel Minister Emanuel Shinwell is made from the snow of London's St. James's Park. Despite loud Tory charges that Shinwell should have foreseen and prevented the fuel crisis, he retained his post.

FAMOUS Penetray
INFRA-RED HEAT LAMP
WITH PYREX BRAND BULB

Now Reduced
From $3.50 to $2.90

AVAILABLE EVERYWHERE

Penetray
(INFRA-RED HEAT LAMP)
with PYREX bulb!



• Penetray Infra-red Heat Lamps come in five different types priced from $1.25 to $3.60.

PENETRAY CORP., TOLEDO 5, OHIO

Rollfast
BALL-BEARING
ROLLER SKATES



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BICYCLES • VELOCIPEDES • ROLLER SKATES

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ONLY RCA VICTOR MAKES THE VICTROLA*



These "all-round" favorites have the glorious *Tone* of the "*Golden Throat*"!



From every angle this RCA Victor 66X2 is a beauty! There's a recessed handle in the smooth Antique Ivory-finish cabinet... take it from room to room for music, news, sports . . . plug it in *when*ever, *where*ever, you want. And it has the "Golden Throat."



FINEST TONE SYSTEM IN RCA VICTOR HISTORY

This symbolizes the "Golden Throat," RCA Victor's exclusive 3-Way Acoustical System. This thrilling development is explained technically in an illustrated booklet attached to RCA Victor instruments.

• They're new, they're handsome, they're long on quality . . . These beautifully styled table sets "pull-in" both overseas and domestic programs . . . Each has 2 built-in magic loop antennas—1 for each broadcast band—and connection for outside aerial if you need it (for weak signal areas) . . . No ground required . . . Automatic volume and 2-point tone controls . . . Powerful electro-dynamic speaker . . . All this AND the balanced *richness of tone* of the "Golden Throat"! At your RCA Victor dealer's now, in distinctive streamlined plastic (shown here) or beautifully finished wood cabinets in walnut veneers.



Here's the RCA Victor 66X1—the same fine set as the one above—but in a smooth walnut plastic cabinet . . . with the same fine tone of the exclusive "Golden Throat."

*"Victrola" T. M. Reg. U. S. Pat. Off.

RCA VICTOR

Division of RADIO CORPORATION OF AMERICA

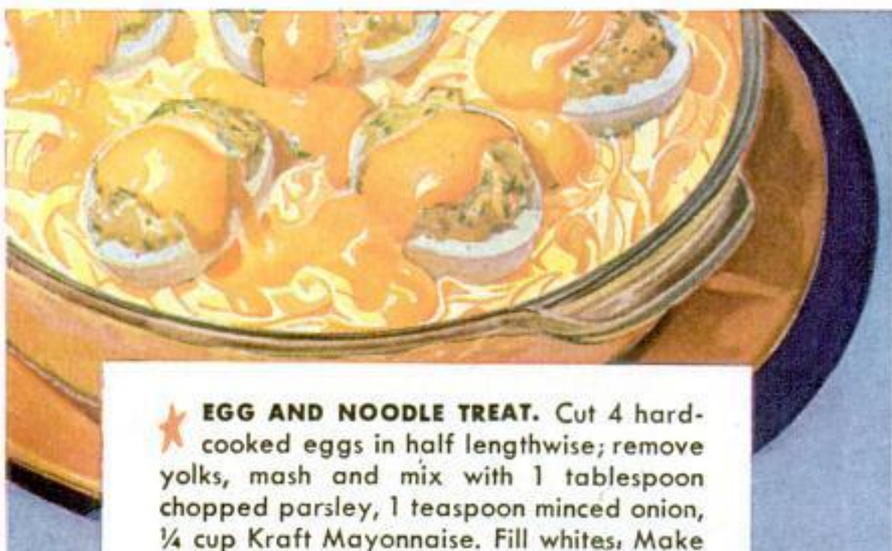
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Now...A NEW FAVORITE

"SMO-KAY is Okay"... You'll agree when you taste the tantalizing blend of hickory smoke and cheddar flavors.

KRAFT CHEESE SPREADS now number *eight* tempters . . . for fancy appetizers, fast snacks, and husky sandwiches. Some of these Kraft Spreads have an enticingly mild, rich flavor, others have a teasing, sharper goodness. *All* are wholesome cheese products of real quality. Keep a little assortment of Kraft Cheese Spreads ready in the refrigerator for snacks and sandwiches any time! See how they can spark up salads, too.





EGG AND NOODLE TREAT. Cut 4 hard-cooked eggs in half lengthwise; remove yolks, mash and mix with 1 tablespoon chopped parsley, 1 teaspoon minced onion, ¼ cup Kraft Mayonnaise. Fill whites. Make cream sauce with 5 tablespoons Parkay Margarine or butter, 5 tablespoons flour, 2 cups milk, seasonings. Add ½ lb. of smooth-melting Velveeta, sliced; stir till smooth. Cook and drain an 8-oz. package medium noodles. Place in casserole. Mix in half of sauce. Arrange eggs on top; pour on remaining sauce. Bake 20 min. in 350° oven.



CLING PEACH CREAM CHEESE SALAD. First of all, make *sure* you have the cream cheese that's *guaranteed fresh*. You do that simply by getting the packages *marked* Philadelphia Brand. With a small amount of milk, slightly soften this delicately rich-tasting cheese and fill the centers of canned Cling peach halves. Garnish with maraschino cherries and serve on lettuce with Kraft French Dressing. That's so easy; elegant, too!







CHEESE TURTLES. Wash and core red cooking apples. Cut into crosswise slices, sprinkle with brown sugar and broil. Place each apple slice on a square of fresh toast, and put a cooked sausage link halfway through the hole in each apple slice. Cut slices from the half-pound package of Kraft's rich-tasting spread—Old English. Top each "turtle" with a golden slice and place in a moderate oven (325°) until the Old English has melted. Serve hot on a round chop plate garnished with parsley.



THE WORLD'S FAVORITE CHEESES ARE MADE BY THE MEN AND WOMEN OF KRAFT

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THE PRIDE OF HONDO, TEXAS BASEBALL FANS, GIANT ROOKIE CLINT HARTUNG, CHEERFULLY SIGNS AUTOGRAPHS FOR TWO YOUTHFUL GUM-CHEWING ADMIRERS

ONE-MAN BALL TEAM

A legendary Giant rookie hopes to pitch, field and hit 75 home runs

Two years ago U.S. sports columns started carrying some fantastic tales concerning an Army corporal named Clint Hartung. What Hartung accomplished as a fighting man escaped the attention of the sports writers, but his feats with a bat and glove quickly became baseball legend. Two weeks ago Hartung, then a sergeant, got out of the Army and immediately became the most talked-about baseball rookie of a decade.

Clint Hartung's organized baseball experience is limited: part of the 1941 season with Eau Claire, Wis. in the Class A Northern League. After he was drafted, however, he began making local baseball history. Playing on an Army Air Forces team in his home town of Hondo, Texas, Hartung easily won 23 games in a short summer season. When word of this got to the New York Giants late in 1945 they promptly went to the minor-league Minneapolis team, which owned his contract, and paid $35,000 and four players for a man they had never seen. But before Hartung heard about the deal he had re-enlisted for a year's service in Hawaii. Last summer he pitched 25 games for the Hickam Field Bombers and, naturally, won them all. When he was not pitching he played first base and outfield, and hit 30 home runs. He also compiled a batting average of .567. No one knows much about his opposition but .567 would be quite a record even in the Epworth League.

When Hartung reports to the Giants this week, they will find him a toothy 23-year-old who stands 6 feet 5 inches tall, weighs 215 pounds and pitches with a colorful, loose-jointed style (*right*). Despite his apparent gawkiness, he has perfect coordination. Presumably Giant Manager Mel Ott, whose team was last in the National League in 1946, is now debating whether to have his Wonder Boy pitch and win 30 games this year or let him play in the field and hit 75 home runs. Clint Hartung already has an answer for that. He wants to do both.



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O Bygone Days...



1898—DELIGHTFUL MRS. "PAT" CAMPBELL was *the* London stage star. Equally well-known was that popular yachtsman and tea merchant, Sir Thomas Lipton.

The former was renowned for the roles of *Paula Tanquerray* and *Irene*. The latter . . . for his incomparable blend of tea from his own Ceylon tea gardens—*brisk-flavored Lipton's!*



1947—JOAN CAULFIELD is one of the brightest stars of the day. She will soon appear in Paramount's "WELCOME STRANGER."

JOAN SAYS, "Sir Thomas Lipton made me a third-generation tea drinker. My grandmother started the family off on his fresh, spirited tea." The reason, Joan, you and your people like Lipton's is because it's *brisk.*

Brisk means *richer* flavor—the result of Lipton's scientific blending of as many as *18 different teas*, each chosen for its *special* character.

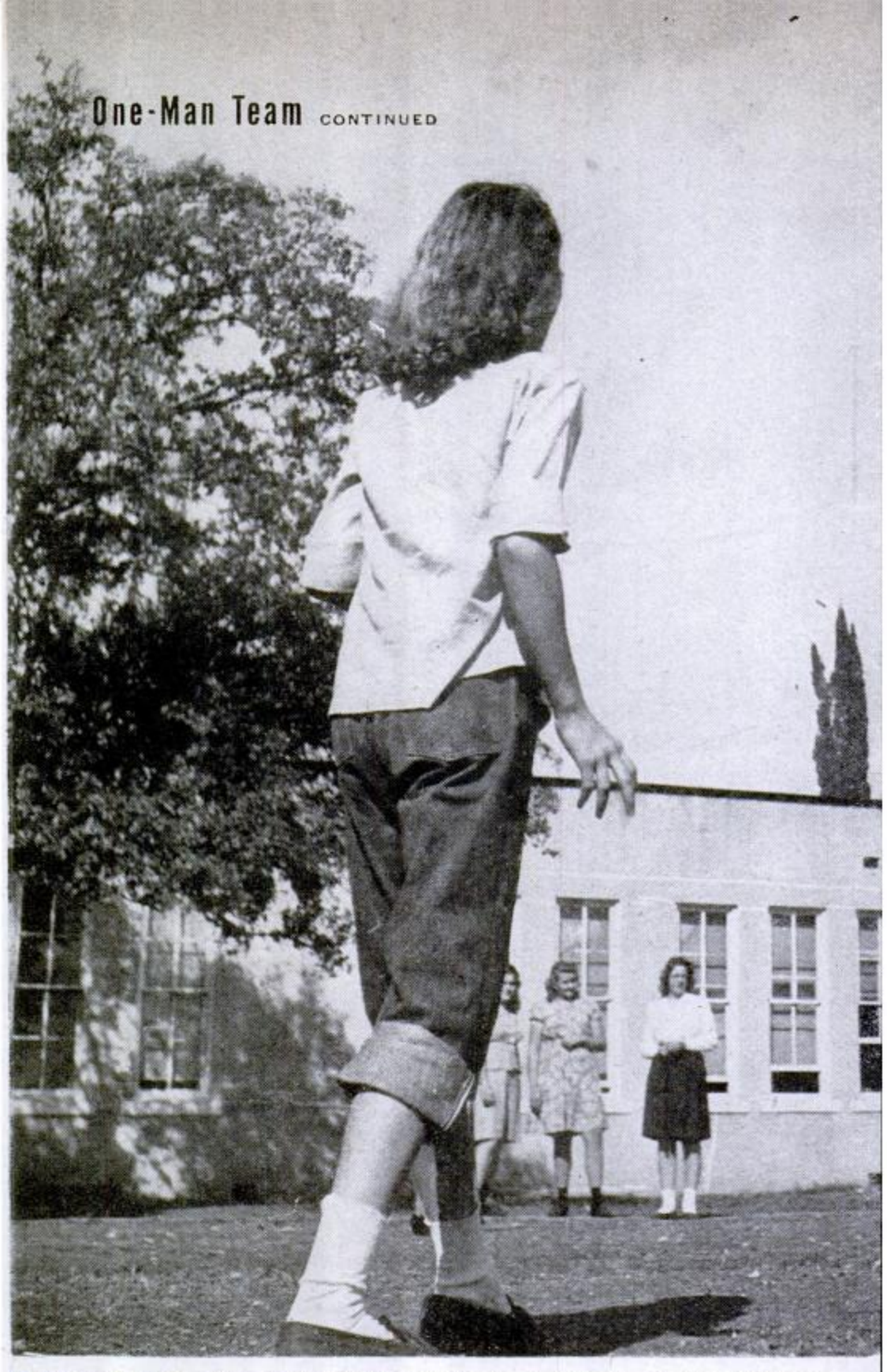
No wonder there's a delightful difference that makes Lipton Tea *America's favorite brand.* Try it.



LIPTON TEA

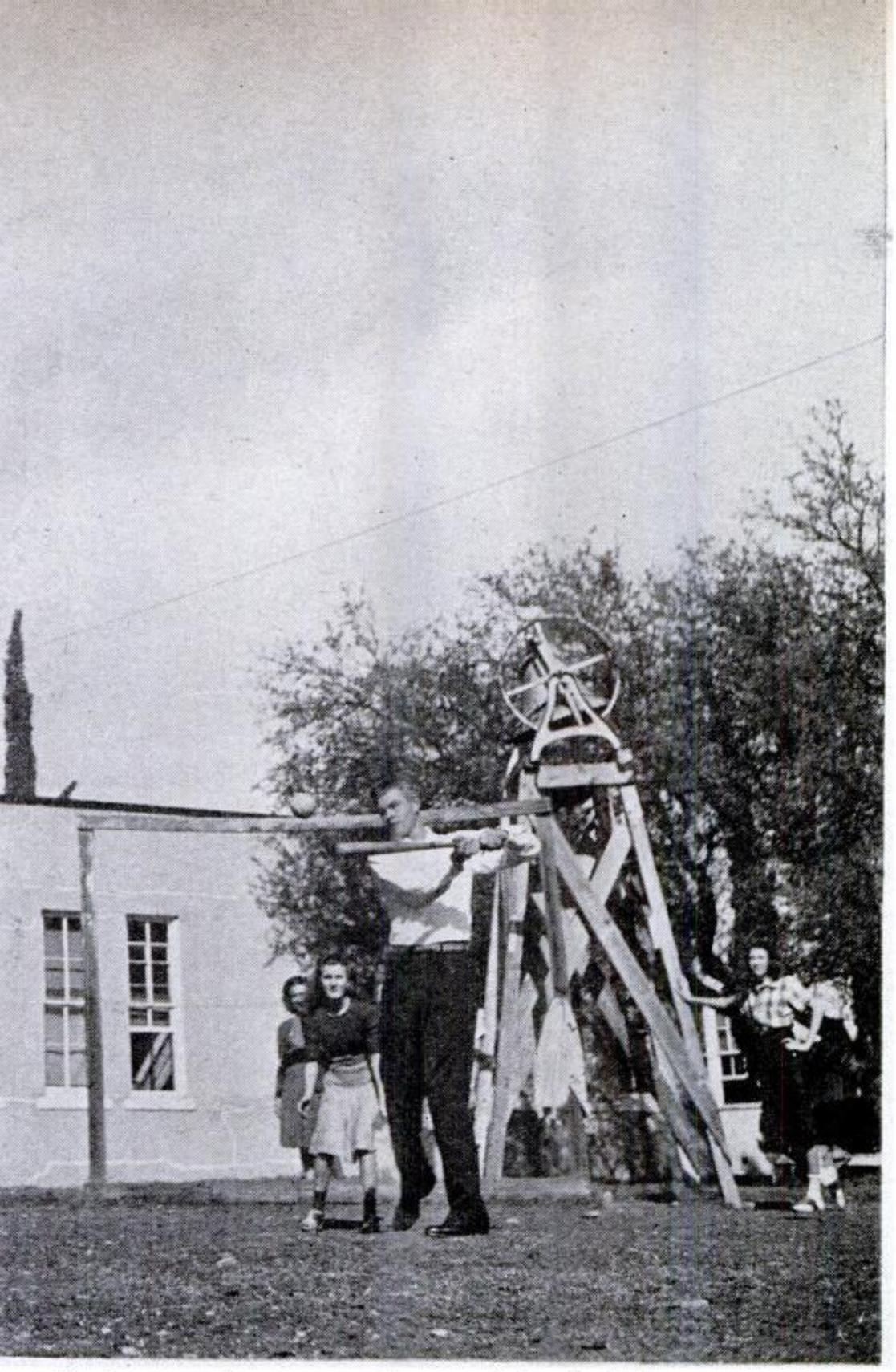
Brisk flavor
—never flat

Save money. Buy the larger packages.

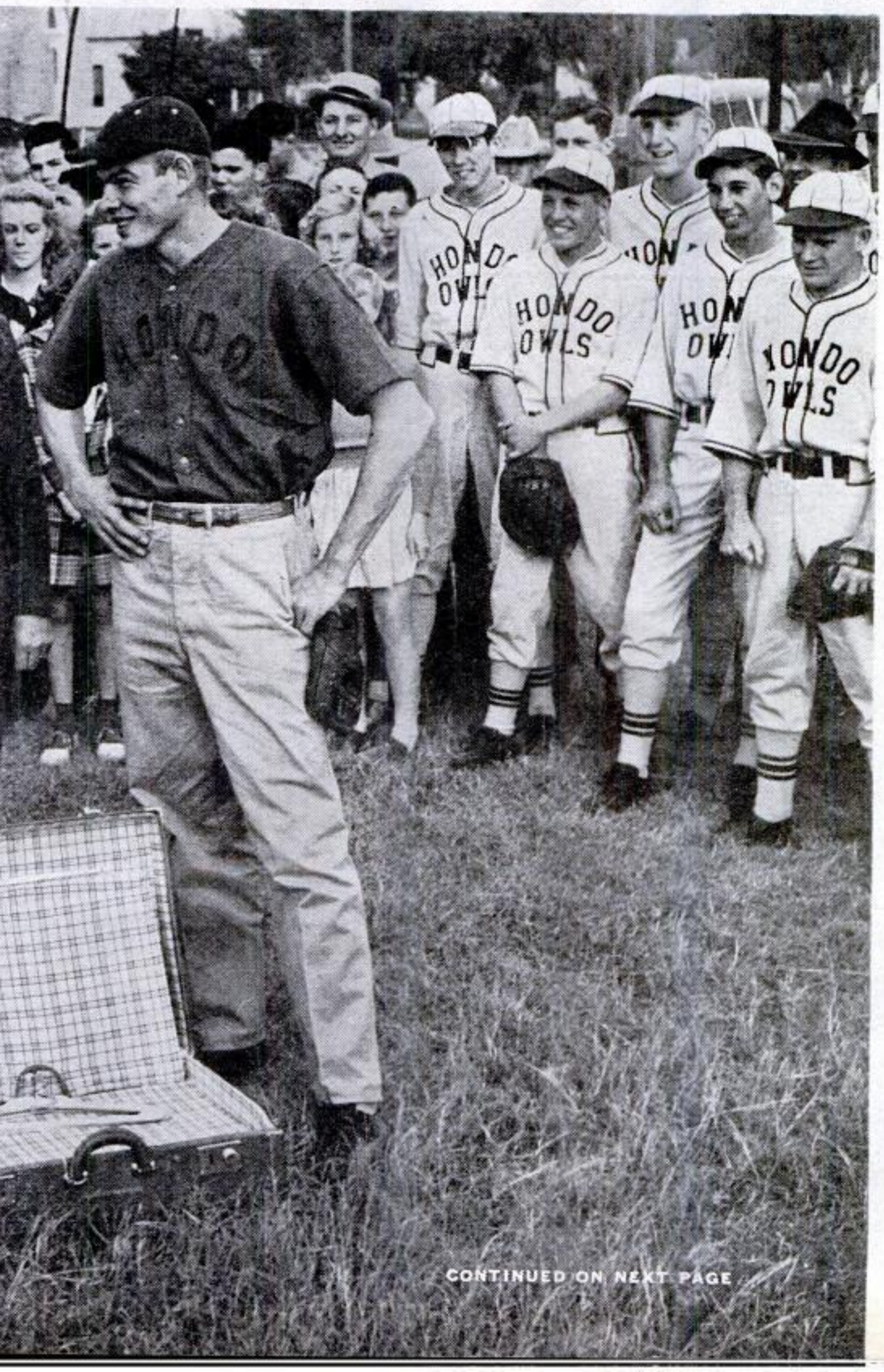


PRACTICING at Hondo High School (*above*), where he made the all-Texas scholastic baseball team three times, Hartung bats a softball around with girls. He also practiced for Giants by working out with the school baseball team.





Hartung wore Army trousers since town had no baseball pants big enough. Below: town elders give him going-away present of matched traveling bags. At Hondo he is known as "Floppy" because of his big ears and loose-jointed gait.



CONTINUED ON NEXT PAGE

YOU DON'T Cream Shortening YOU DON'T BEAT EGGS!



Betty Crocker of General Mills

Yet amazing Betty Crocker New Method with Softasilk will give you lovelier cakes than any other method, any other flour!*

- Uses only 1 bowl!
- Cuts mixing time to 4 minutes!
- So *sure*—brides too, turn out light, tender, fresher-tasting, *wonderful* cakes!
- Betty Crocker Softasilk is cake flour—made for cakes and cakes alone. The kind of flour leading cook books specify. The *only* cake flour that Betty Crocker recommends for her New Method Softasilk recipes.
- Get Softasilk. In one box you get *the* cake flour and the Betty Crocker New Method recipes that spell cake-making magic!

* See guarantee on package



A Betty Crocker New Method Recipe

Maraschino Party Cake

Have ingredients room temperature (70° to 75°). Shortening soft, not melted. Preheat oven to 350° (moderate). Grease generously and dust with flour 2 round layer pans, 8 in. diameter, 1¼ in. deep. Sift SOFTASILK before measuring. Measure all ingredients accurately (level) before starting to mix.

Sift together into bowl...
- **2¼ cups sifted SOFTASILK Cake Flour**
- ***1⅓ cups sugar**
- **1 tsp. salt**
- **3 tsp. double-action baking powder**

"Important, use Softasilk" —Betty Crocker

Add.....
- **½ cup high grade vegetable shortening**
- **¼ cup maraschino cherry juice (from 5-oz. bottle)**
- **16 maraschino cherries (cut in eighths)**
- **½ cup milk**

Beat vigorously with spoon for 2 minutes by clock (about 150 strokes per minute). You may rest a moment when beating by hand; just count actual beating time or strokes. *Or* mix with electric mixer, on *slow to medium speed* for 2 minutes. Scrape sides and bottom of bowl frequently.

Add ½ to ⅔ cup unbeaten egg whites (4 large)

Beat 2 more minutes, scraping bowl frequently.

Fold in **½ cup chopped nuts**

Pour batter into prepared pans.

Bake *30 to 35 minutes* in *moderate oven* (350°).

Frost cooled cake with favorite cooked white icing. Decorate with cherries.

***To Save On Sugar:** Use 2/3 cup sugar and 2/3 cup *white* corn syrup. Reduce milk to 1/4 cup plus 1 tbsp. Add syrup with milk to dry ingredients in first mixing period.

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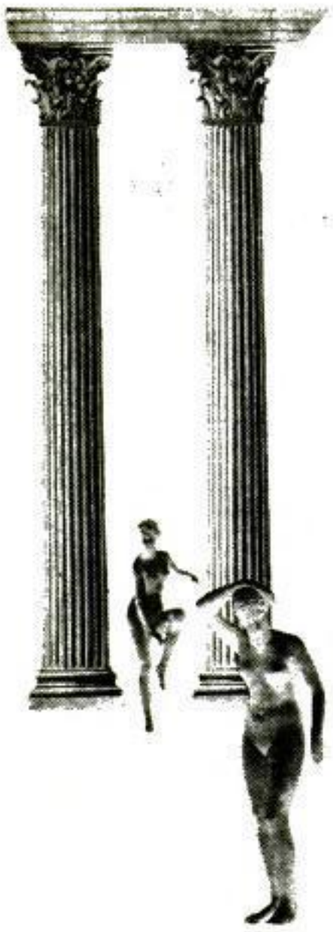
8 CAKE RECIPES, 6 ICINGS
SUGAR SAVING HINTS WITH PACKAGE

SOFTASILK CAKE FLOUR
A Product of General Mills

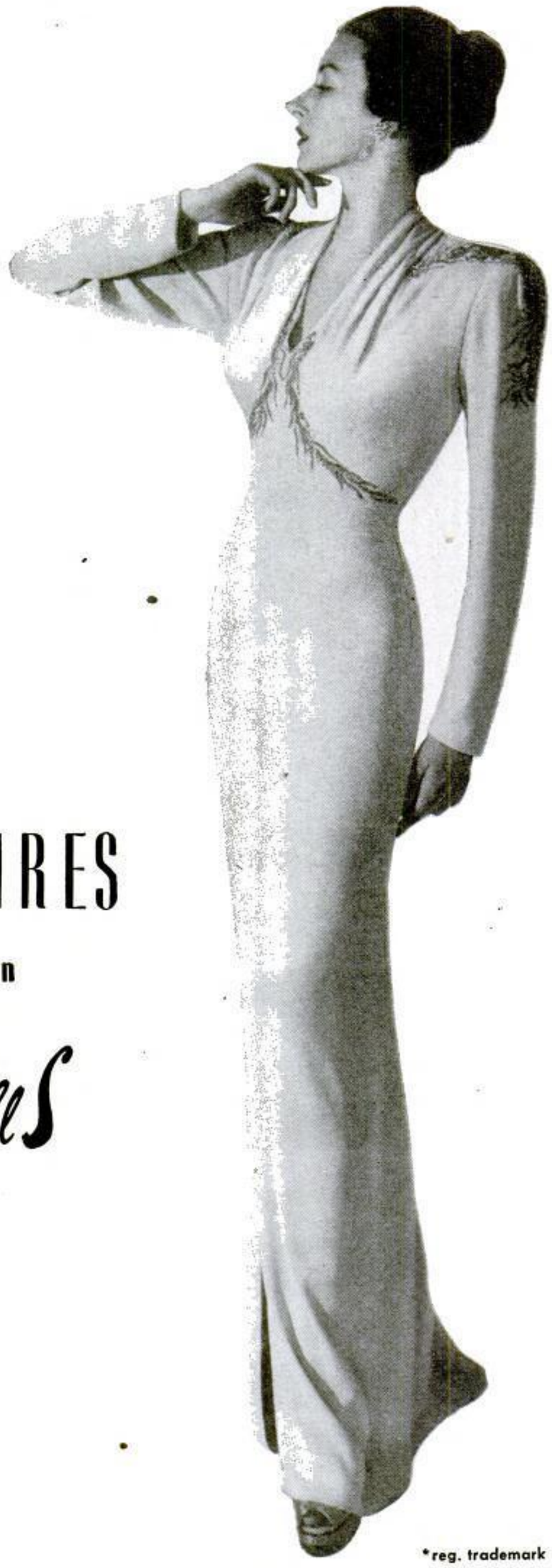


BARGAIN! AMAZING OFFER OF 14 PIECE CAKE-MAKING SET WITH PACKAGE!

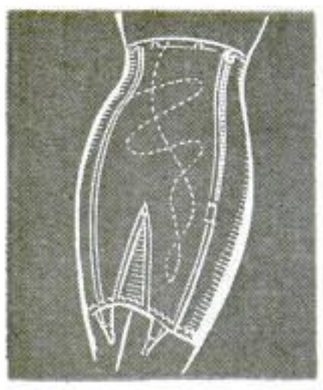
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Glorifying your figure
to the sleek, rounded,
modern look. It's the magic
of a Flexees girdle...
and the bosom beauty of
a Flexaire bra in the
new Pulchra Design.

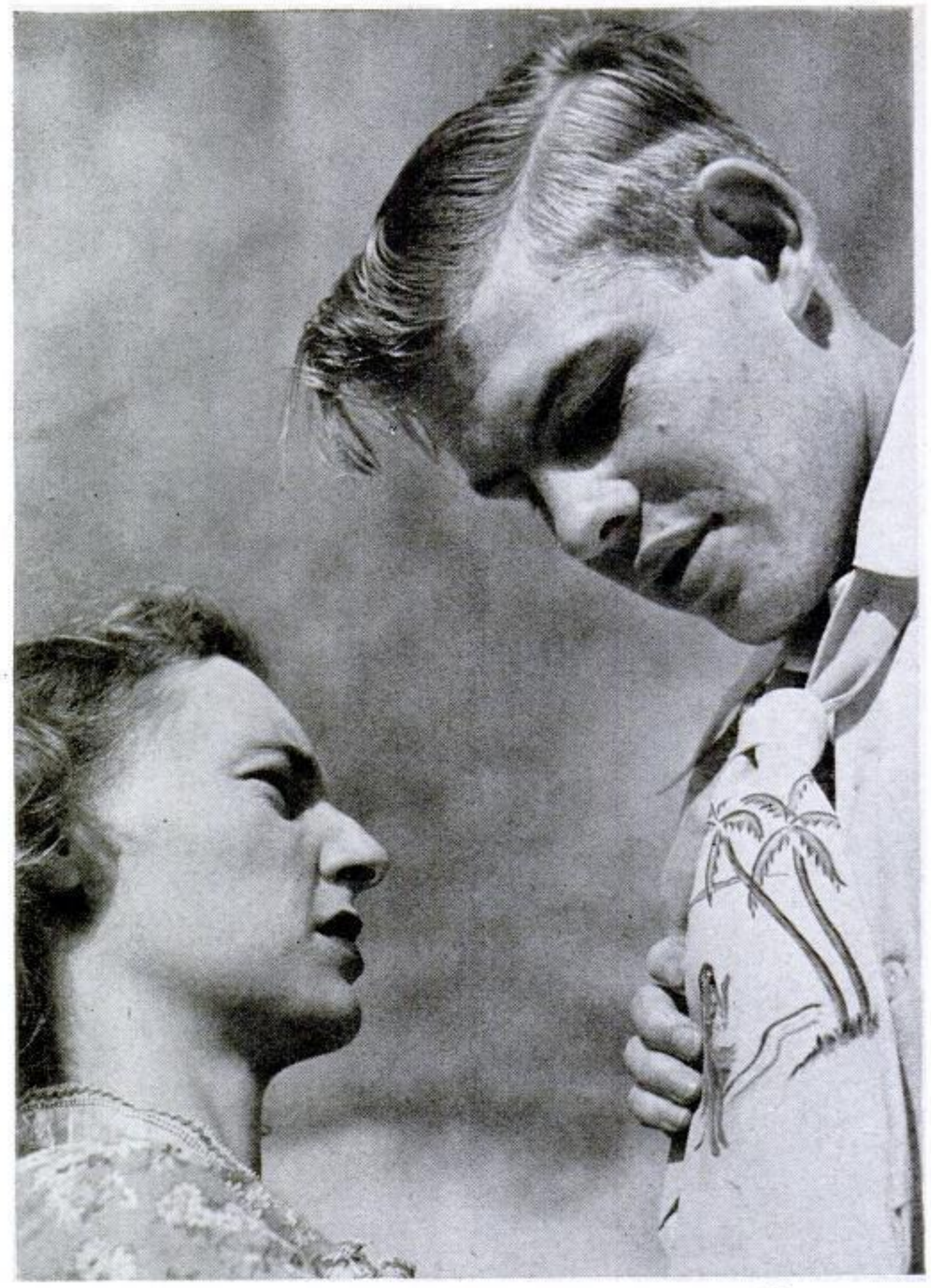


FIGURES
in
flexees



*reg. trademark

FLEXEES* world's loveliest foundations



HULA-GIRL TIE, hand-painted souvenir of Army service in Hawaii, is one of Hartung's prized possessions. His wife Mary Louise (*above*) also admires it.



BIG MEAL is part of his training. Wearing old corporal's shirt, ex-Sergeant Hartung dives into outsized portions to raise his 215 pounds at least 15 more.

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Beautiful... Practical...

Firestone *Velon**



Whatever you want in a film Firestone *Velon* gives you! For the same smart, sparklingly colorful *Velon* that makes raincoats and shower curtains can be adapted to scores of other uses. From baby pants to pillow covers, from aprons to bibs, soft, flexible *Velon* is designed to look better, wear longer, do a better job! And *Film* is just one form of *Velon!* This same magic material can be woven into wonderful upholstery fabrics that wear almost forever, wipe clean with a damp cloth. Your windows can be beautified with *Velon Tinted Screening*, six times stronger than metal by actual test! And your wardrobe should be spiced with *Leather-like Velon* shoes and handbags . . . they look like leather, feel like leather, but wear and clean far, far better than leather! Ask for *Velon* at better stores everywhere!



Listen to the Voice of Firestone Monday Evenings over NBC

BEST TODAY··· STILL BETTER TOMORROW

*TRADE MARK

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"Well! What are you two up to?"



1. **MR. B:** Why ... er, you see, dear—we were just fixing the drinks.

PSYCHE: Oh, don't worry about me, madam, I'm just a *symbol*—of White Rock Sparkling Water. You've seen me in the ads and on the bottle, surely? The name is Psyche.



2. **MRS. B:** Maybe so and maybe not. Meanwhile people are dying of thirst inside.

PSYCHE: Everything's under control. We're using White Rock. Its mineral tang makes drinks taste out of this world tonight. AND its alkaline effect puts you on *top* of the world tomorrow.



3. **MR. B: (next day)** Well, let's thank Psyche for the best drinks—and best morning after we've ever had . . . shall we let her stay on, dear?

MRS. B: By all means, she can stay on—on the label of the White Rock I'm going to buy this morning.



Look for the Psyche trademark on the label

White Rock

SPARKLING WATER

keeps you sparkling, too!

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THE PARIS BERLITZ SCHOOL FLEW FLAGS IN 1905 TO HAIL A FORMER PRIZE PUPIL, THE KING OF SPAIN

BERLITZ SCHOOLS

Faithful to the method perfected by their founder in 1878, they teach languages the world over, gross millions a year

by ROBERT SELLMER

THE case of a dog who could say "I want it" in a loud, clear voice caused a great stir in the press some months ago. It also brought a triumphant smile from a plump old gentleman named Jacques Strumpen-Darrie, who read the item while sitting in a gloomy, book-lined office in Rockefeller Center's International Building. Mr. Strumpen-Darrie is president of the Berlitz School of Languages, and he smiled because the dog learned to speak by what is essentially the Berlitz Method; that is, he imitated the sounds he heard someone make in connection with a certain action, and he was taught without the use of his native tongue. This convinced Mr. Strumpen-Darrie that interest in learning foreign languages has today reached record heights.

Mr. Strumpen-Darrie had a pretty good idea of this already, for his 18 American schools are so flooded with applicants that he could use three times his present facilities if space could be found. Berlitz students of Spanish have increased tenfold since 1939, Russian lessons have jumped 300% and all other languages are showing steady increases.

Before the war most Americans regarded languages as a purely cultural accomplishment. But today businessmen are learning that they can talk business to a man much better in his own language, while Americans in general are convinced that their country is committed to some form of global cooperation and there is no telling when a foreign language may come in handy.

Berlitz authorities take little credit themselves for this upsurge in language studies. They prefer to think of their schools as scholarly cloisters, free from all taint of high-







BERLITZ "PROF" trademark attracts 25,000 pupils yearly.

CONTINUED ON NEXT PAGE

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Muchas Gracias!

Many thanks for the
nice things being said about
this mountain-distilled rum!



"Mountain flavor"—that's what wins the *vivas*
for Merito, the better rum distilled high in the
mountains of Puerto Rico! Delighted people
everywhere applaud its superior taste, smoothness and
mixing qualities. Remember—the better the rum, the
better the drink. Better ask for Ron Merito!



Send for free Ron Merito Recipe Booklet



Ron
MERITO

THE PUERTO RICAN MOUNTAIN RUM

AVAILABLE IN BOTH GOLD AND WHITE LABEL. 86 PROOF. WRITE NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPT. L36, P.O. BOX 12, WALL ST. STATION, NEW YORK 5, N. Y.



LINGUIST'S CRAMP tortures Humorist S. J. Perelman during French lessons as the teacher, following Berlitz Method, refuses to help him in English.

BERLITZ CONTINUED

pressure methods, and in the New York school this atmosphere is fostered by cramming all the waiting rooms, offices and classrooms with fantastically uncomfortable straight-back Renaissance chairs and impractical, knobby desks that bruise the knees of pupils, teachers and stenographers. Actually the Berlitz name is practically synonymous with the study of foreign languages, and the lack of serious competition makes high-pressure technique unnecessary.

There is naturally some reason why 25,000 students each year pour some $4,000,000 into the Berlitz lap. They do it partly because a series of small but highly effective advertisements featuring an owlish little Berlitz professor has kept the name in the forefront of their minds. They are also willing to pay from $1.70 to $6.25 an hour for their lessons because they have heard so much about Berlitz' most sacred institution, The Method.

The basis of The Method is extremely simple. The only sensible way to learn a foreign language, according to the Berlitz theory, is to do so as a baby learns its mother tongue, simply by listening and repeating. Since a baby learns to speak without the use of a second language, the Berlitz Method strictly forbids the use of the student's native tongue at any time, even in the very first lessons, and insists that teachers teach only their native language. The new language is taught by pointing to objects and acting out verbs. A simple, basic vocabulary is built up in this way and explanations of the more complicated words and rules are then made with this vocabulary.

While this all seems absurdly simple, the trick comes in applying a method ideal for infants to adults whose speech habits are rigid and who do not share the good fortune that enables an infant to spend all his waking hours on the project. The pupil who expects to pick up a foreign language with the same innocent ease he started prattling English is in for a shock.

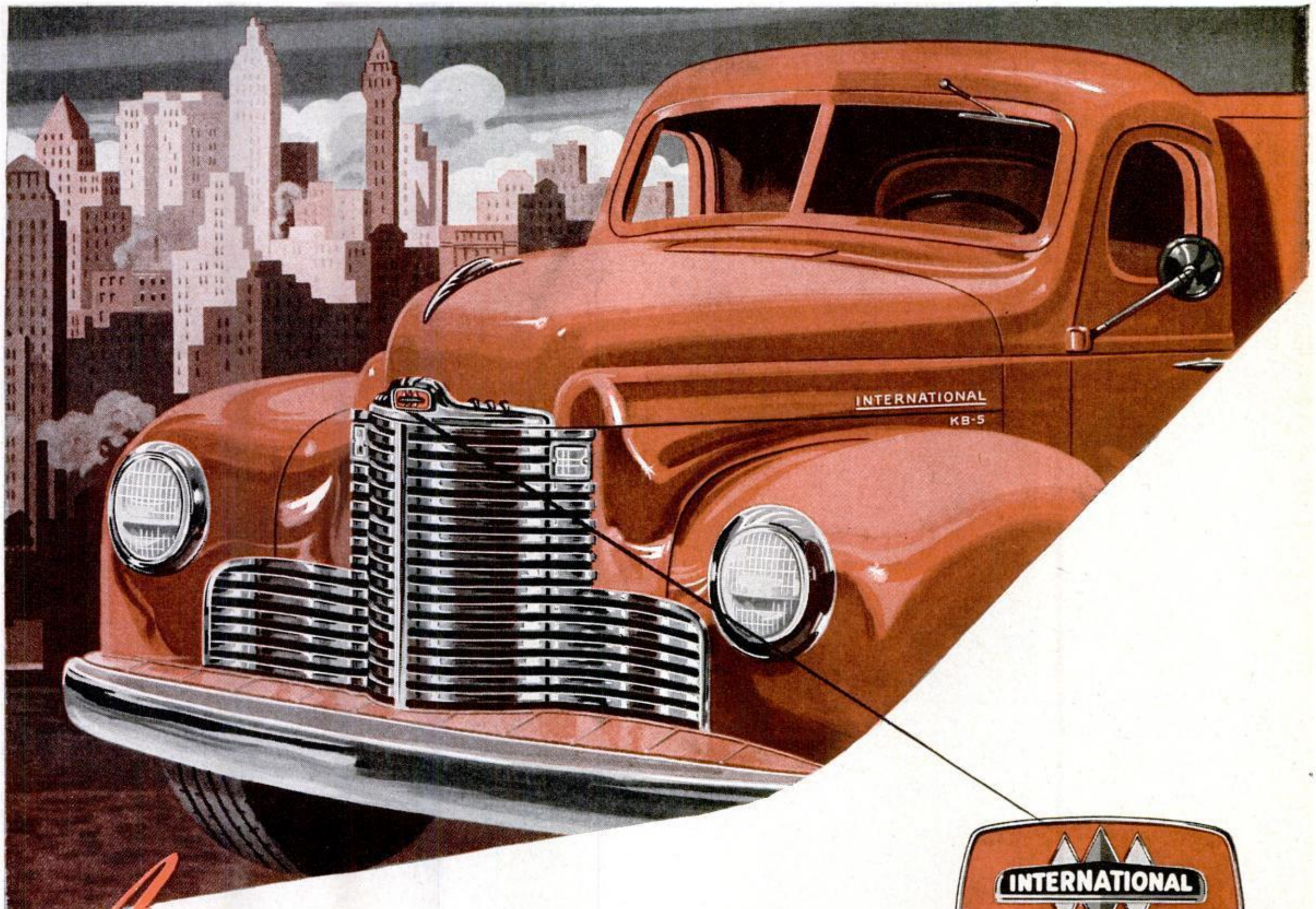
The first day isn't bad. Pupil and teacher are ushered into a small schoolroom containing a desk, a few chairs, a clock and box full of paper, pens, pencils and rulers, all in varying colors. Laying these out on the desk, the teacher points to a piece of paper, says, if the course happens to be Japanese, "*kami*," smiles, and looks inquiringly at the pupil. Before the first hour is over the pupil is pointing to a green pencil and saying, "*midori-iro enpitsu desu.*"

After three or four such sessions, everything seems wonderful. The pupil has picked up a few verbs by this time, and can with reckless ease reel off phrases like, "I put the red pen on the blue book." Then the troubles start. Verbs like "walk" and "go" seem an awful lot alike when they are acted out, the teacher usually being no Lynn Fontanne, and due to the peculiar Japanese word order, it may take half a lesson just to understand the difference between "The ruler is on the desk" and "The desk is under the ruler."

The most infuriating part of all is that the whole matter could be cleared up in 10 seconds if just one or two words of English were allowed, but on the wall of every classroom hangs a microphone through which supervisors can monitor any lesson at any time, and this effectively prevents the teacher from lapsing into the forbidden tongue. Even though the pupil may be in danger of bursting

CONTINUED ON PAGE 58

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Announcing— NEW MODELS INTERNATIONAL TRUCKS

Truck owners will operate them—drivers will drive them—*with greater pride than ever before.*

They're the new KB Models of International Trucks—outstanding products of advanced design, engineering and research—newly styled with flowing lines sharply accented by gleaming chrome, and with 95 features and improvements variously incorporated throughout 15 basic models. And fully qualified to do their jobs with new economy, new ease of operation, and the rugged stamina for which Internationals are *famous!*

They're the finest values in more than 40 years of International Truck history. And International values have always been outstanding—so outstanding that for 16 years more heavy-duty Internationals have served American commerce and industry than any other make.

In the *complete* International Line there's the right truck for every hauling job. And back of every truck is *specialized* International Service—supplied by the nation's largest company-owned truck-service organization. International Branches—and by International Dealers everywhere.

Yes, the new KB Internationals will be owned and driven with pride—with pride and profit—because these rugged trucks perform with unbeatable economy.

TRUCK OPERATORS!
For details of the 95 FEATURES AND IMPROVEMENTS in various models of the new KB Internationals, see your International Branch or Dealer.

Tune in James Melton on "Harvest of Stars" every Sunday! NBC Network. See newspaper for time and station.

Motor Truck Division
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180 North Michigan Avenue Chicago 1, Illinois

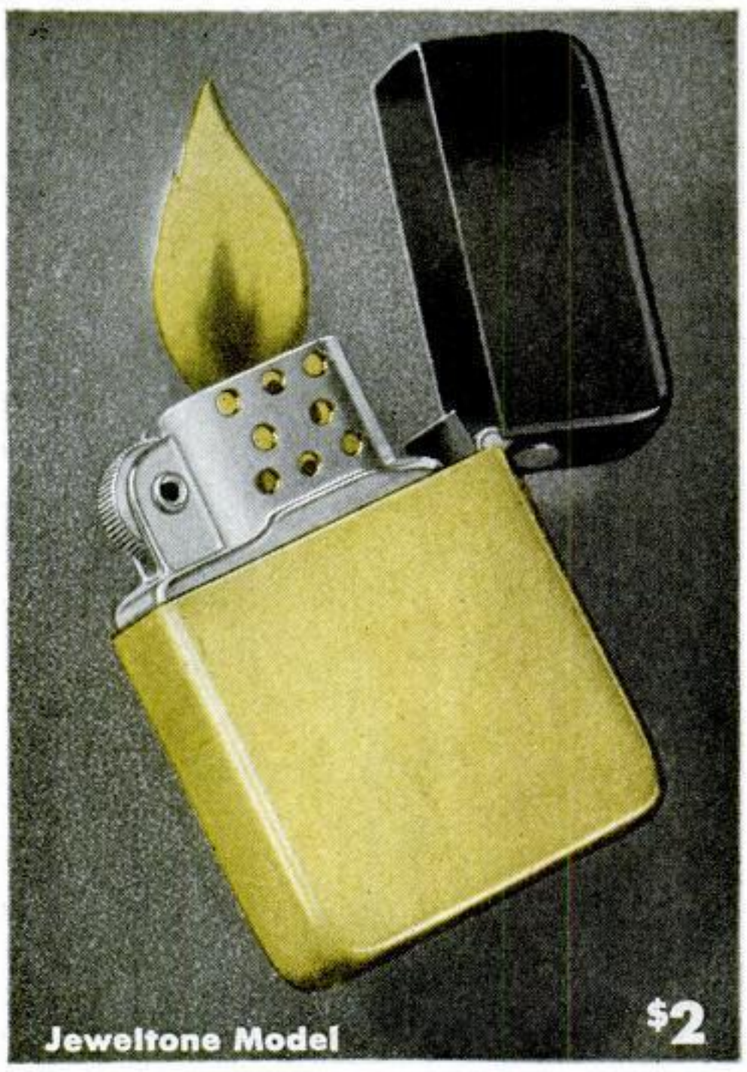
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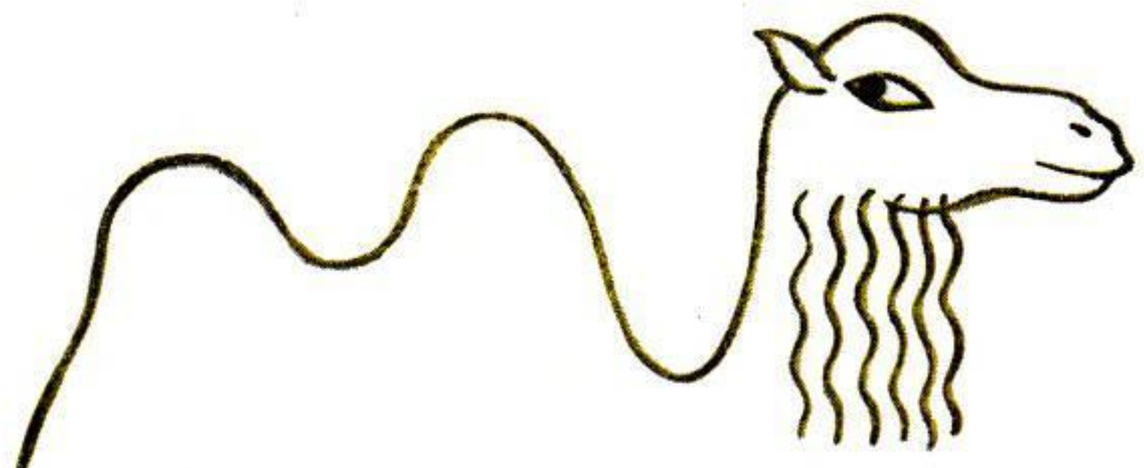
INTERNATIONAL *Trucks*

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Berkeley

windproof lighter





1 fluid lasts longer inside mechanism is complete lighter in itself—sealed to prevent quick evaporation

2 really windproof

3 carries spare flint in secret compartment—ready when you need it

4 wick lasts years—it's *asbestos*

5 flame-guard built not to break—it's in one piece

6 guaranteed for life—unconditionally! We'll repair any damage any time, without charge



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Berkeley

windproof lighter
dependable all ways

Only the Berkeley Windproof Lighter gives you all 6 sure-fire features.
Glowing Jeweltone or Silvertone finish, $2.
Gold-plated inside and out, $4 plus tax.
Initials engraved, 25¢ extra.
At tobacco, jewelry, drug, department stores.
Flashlight Co. of America, Jersey City 2, N. J.



MAXIMILIAN D. BERLITZ, the founder, spoke about 45 languages.



J. STRUMPEN-DARRIE heads up U.S. Berlitz, a $4,000,000 business.

BERLITZ CONTINUED

under the pressure, the teacher refuses to compromise The Method and goes patiently through one exciting little drama after another until the pupil finally catches on.

After about 20 lessons it is considered safe to introduce the pupil to the written language, through the medium of special Berlitz textbooks. Ideally, the pupil learns to speak with a flawless accent. The sad truth is that there are sounds in every foreign language which the average adult American epiglottis cannot seem to surmount and there are few people in any country persistent enough or sufficiently agile-throated to speak a strange tongue without an accent. Even Mr. Strumpen-Darrie, after 48 years of Berlitz, speaks his English with a slight German rumble.

Many pupils are prevented by the high cost from studying as long as they should. Strumpen-Darrie estimates that to become truly fluent in a language a pupil should devote from 300 to 400 hours to it, but the average student spends only 50 to 75 hours and hopes to go on on his own from there. A reasonably sound basic knowledge of a language can be acquired in this time, provided the pupil takes his lessons seriously enough.

The teachers who propound The Method are, by Berlitz law, natives of the country whose language they teach. Such diverse characters as Leon Trotsky and James Joyce have taught at Berlitz schools.

The first true Berlitz teacher was a French immigrant to this country named Nicholas Joly, but the actual discoverer of The Method and founder of the schools was Maximilian D. Berlitz. Berlitz came to this country from Germany in 1872 at the age of 18, taught French and German at a theological seminary in Providence, R.I., and in 1878 started his own school, run on strictly conventional teaching lines. Needing an assistant, he hired Joly, a French savant who came here to make his fortune and was getting his start by running an elevator in a New York hotel. But when the new teacher spoke, the welcome faded abruptly, for M. Joly's entire English vocabulary consisted of the numbers from one to eight and the words "up" and "down." Casting about desperately for some way to make use of Joly, he told him to try just pointing at things and naming them, and to demonstrate verbs to the best of his ability.

The strain of starting the new school and the burden of an assistant who couldn't speak English broke Berlitz' health, and he spent the next six weeks in bed, tormented with visions of angry, dissatisfied pupils and a ruined career. When he recovered sufficiently to drag himself to the school, he found that the pupils had progressed much further than any of them had ever done under six weeks of his own teaching. Then and there the emergency measure became The Method.

Berlitz opened schools in Boston and New York, and their success led him to try his luck in Europe. At first hidebound academicians would have nothing to do with his blasphemous system, but the Germans took to him joyfully. He fitted perfectly into the Bismarckian plans for German expansion, which demanded that thousands of young Germans learn foreign languages with all possible speed.

A decoration from the king of Spain and an emirate from the grateful sultan of Morocco provided the final imprimatur, and

CONTINUED ON PAGE C1

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It's the Newer Way for Better Results

Get ALL your Vitamins in Food

As you know, authorities agree that most people should get extra vitamins as a safeguard to good health. And authorities also agree, beyond question, that the best way to get vitamins would be in your everyday food. But that's hard to do:—

Because everyday foods vary considerably from day to day in vitamin and mineral values. And, besides, they lose a lot of their vitamins in shipping, storing and cooking.

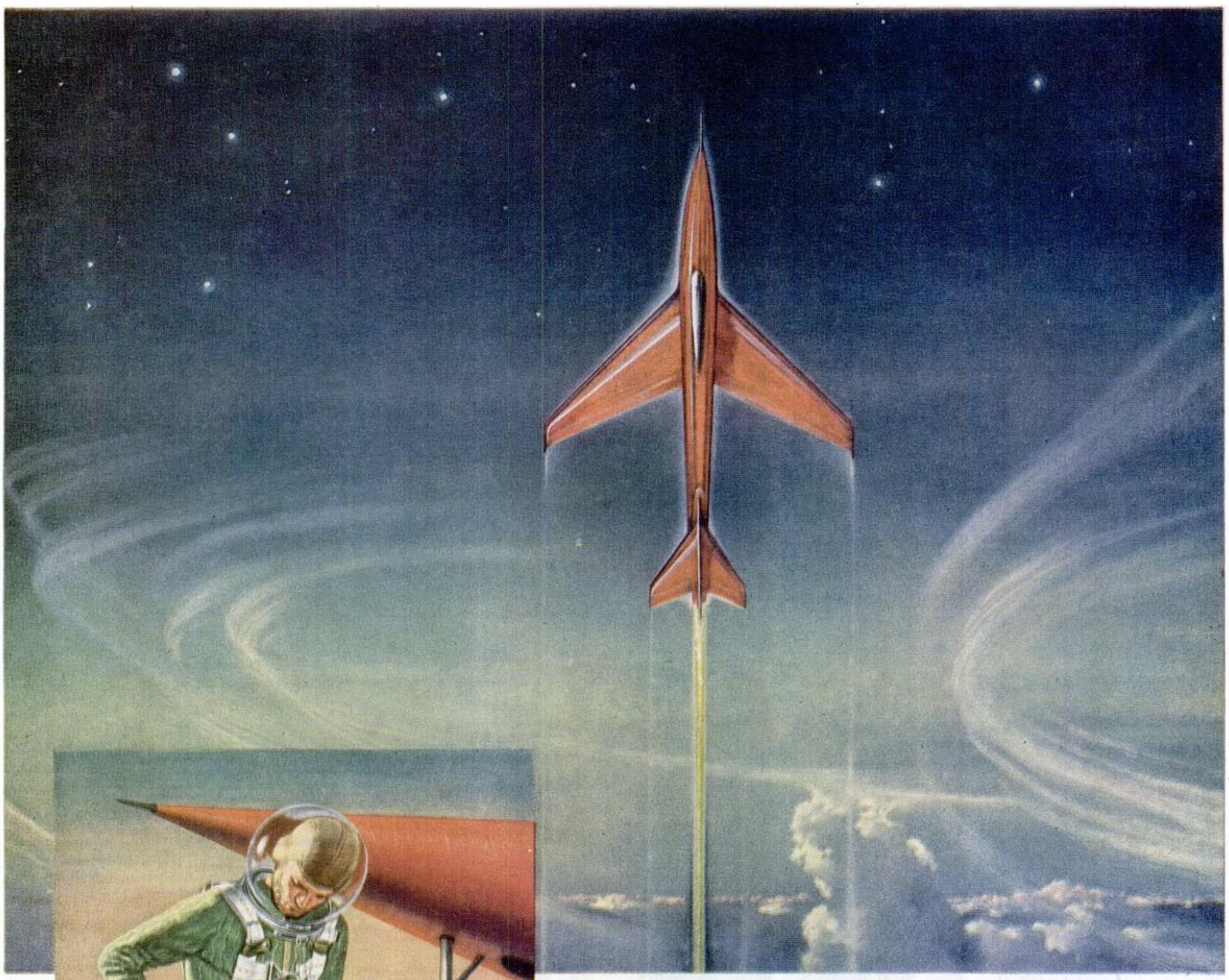
That's why so many people are supplementing their meals with Ovaltine. *Ovaltine is standardized.* Its content is scientifically controlled. It never varies. Each spoonful supplies the same generous amounts of vitamins and minerals. You know exactly what you're getting. It's a supplementary food that makes up deficiencies in ordinary foods.

So you don't have to worry about variations or losses. You *know* that a serving of Ovaltine in a glass of average milk *always* gives you the same substantial quantities of Vitamins A, B_1, C, D, G and Niacin—and Calcium, Phosphorus and Iron. And you can be *sure* that 2 glasses of Ovaltine daily and just normal meals will give you *all* the vitamins and minerals any normal person can use. And when you drink Ovaltine you get these vitamins and minerals the preferred way—*in food.*

You'll find, too, that Ovaltine has a very agreeable taste—a taste that grows on you. So for better results, why don't you start drinking Ovaltine at meals, just as you would tea or coffee? Or, if you prefer, between meals or at bedtime. Then, if you're a normal person, you'll know, as far as *you* are concerned, you've solved the vitamin problem.

FAR MORE THAN VITAMINS... Ovaltine also contains virtually every other precious food element needed for buoyant health and vitality, including the elements that vitamins must have to function properly. That's why Ovaltine is so widely recognized as the ideal supplementary food-drink.

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Artist's conception of rocket-driven XS1 leaving troposphere where "clouds" are ice-crystal "mares' tails" and entering stratosphere where stars shine in daylight. Rocket's fire is yellow and white and thin trail of vapor lingers from wing tips.

The skin-tight high-altitude suit which permits Army men to live normally as high as 200,000 feet above the earth

Going up . . . straight . . . 202,000 feet!

This amazing bit of "greased lightning" you see may literally carry its pilot out of this world. That is, the parts of this world that man has inhabited thus far. In fact, it is expected to journey into the upper stratosphere, some 200,000 feet above the earth where there isn't sufficient atmospheric pressure to sustain life.

The plane itself is remarkable, for it is propelled by rockets built to drive it at speeds as high as 1700 miles an hour up to 138,000 feet. Then, sheer momentum may enable it to *coast* on up to 202,000 feet!

Almost as remarkable as the plane is the suit which the pilot wears to keep him alive at these incredible altitudes. A great deal of scientific research has gone into its making to permit flexibility and compensate for the lack of pressure in the stratosphere. Oxygen is fed through a pressure helmet.

Both plane and suit are the results of experiments and developments of the U. S. Army Air Forces, working hand in hand with civilian science and industry. They will permit studies hitherto impossible in the upper atmosphere . . . studies which may prove of enormous value to mankind.

Throughout the Army Air Forces, and the whole new Regular Army, there are countless similar research projects under way this very minute. Every field of science is being explored to assure utmost protection for your nation.

To the individual who joins the Army, this research means training and experience he could not get anywhere else. He is given the opportunity to study and master skills which pave the way for a valuable career in the future. He may acquire technical knowledge not available to him outside the Army. His is a career to be envied.

Enlistments are open in the new Regular Army, to young men 18 to 34 inclusive (17 with parents' consent). New higher pay, good food, clothing, quarters, medical and dental care, and many other advantages make the Army one of the most attractive openings to be found today. For full details, apply at your U. S. Army Recruiting Station.

Listen to "Sound Off," "Warriors of Peace," "Voice of the Army," "Proudly We Hail" on your radio.

U. S. ARMY RECRUITING SERVICE

YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE—CHOOSE THIS FINE PROFESSION NOW

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Berlitz spent the next 25 years shuttling back and forth between Europe and America opening still more schools until by 1914 there were 339 of them scattered throughout the world. World War I dealt them such a staggering blow that Berlitz lost heart in his venture completely. When the war was over more of the schools recovered than Berlitz envisioned. Only 30-odd failed to reopen eventually, but he was so broken by the events that just before he died he sold all his schools outside of North and Central America to a syndicate made up of European school managers. Although the two organizations are financially completely separate, the American and European headquarters are in constant communication, exchanging teachers and ideas, using each other's books and adhering worshipfully to The Method.

Maximilian Berlitz somehow found time during his endless travels to marry and to produce two daughters. When the girls married, their husbands were required to add -Berlitz to their names and one of the husbands, Victor Harrison-Berlitz, became head of the American schools when Maximilian died in 1921. Two grandsons of Maximilian, Victor Harrison-Berlitz Jr. and Charles Frambach-Berlitz, were learning the business, but when Victor Sr. died in 1932 they were not thought ready to take over leadership of the schools, and control of the company was vested in Jacques Strumpen-Darrie, a Berlitz teacher since 1898, and the founder of many large and successful branches both here and abroad.

The most popular Berlitz course today is Spanish. It leads by many lengths in all the American schools, a position held by English in the overseas branches. In this country French, once the leader, is in second place, while German, Russian and English are about tied for third. Italian, Portuguese, Polish, Dutch, Chinese, Czech, Arabic, Swedish, Greek, Yugoslav, Japanese, Hindustani, Malay and Icelandic follow, approximately in that order. Berlitz textbooks exist for 26 languages. Only three requests for lessons have ever stumped the Berlitz New York school. These came from people who wanted, for reasons never quite clear, to learn Hottentot, Siamese and Burmese. One persevering gentleman, preparing for a job overseas, took a concentrated 400-hour course in Arabic, becoming marvelously fluent in the process only to discover when he arrived at his office in the Middle East that what he meant to ask for all the time was Persian.

What does it mean in Japanese?

THE Berlitz schools also provide a translation service, regarded by old Jacques Strumpen-Darrie as an unnecessary headache, but maintained by the youngsters as an adjunct to Berlitz prestige. Business firms come to Berlitz to have letters translated from and into English, and there is always a steady trickle of commissions from greeting-card concerns who want to know how to say "Merry Christmas" and "Happy Birthday" in 20 or 30 languages. Women often come in to have Chinese, Japanese and Arabic inscriptions on clothing and jewelry translated. Most of the time these inscriptions are merely meaningless designs, but one Army wife found that the lovely arabesques on her new kimono read "Tokyo Fire Department Protective Benevolent Association."

The young generation that supports these adjuncts is composed of Maximilian Berlitz' grandsons, who now call themselves simply Victor and Charles Berlitz, and Robert Strumpen-Darrie, Jacques's son. Victor is secretary of the corporation and head of its book-publishing division. In spite of paper shortages, strikes and other difficulties he manages to turn out hundreds of thousands of Berlitz textbooks a year, many of which rightfully belong on any best-seller list, for in the lifetime of the Berlitz schools, 26,500,000 Berlitz textbooks have been sold.

Charles Berlitz, a phenomenal linguist, is a vice president in charge of teaching and teaching methods and presently engaged in rewriting the entire series of textbooks. Charles came by his linguistic ability the hard way. When he was a baby the family decided to use him as an ideal guinea pig for testing out minor variations in The Method. His nursery was papered with Berlitz charts and when he was old enough to talk his mother spoke to him solely in French, his grandfather in German, his cousin in Spanish and his nurse in English. By the time he was 3 years old he spoke all four with equal fluency, but he also acquired the unhappy conviction that every person spoke a completely different language from everyone else. Deeply hurt by the fact that he was the one person who didn't have his own private language, he set about inventing one for himself and only timely contact with the outside world prevented the completion of the project.

Robert Strumpen-Darrie, vice-president-of-all-trades, distinguished himself before joining the Navy in 1942 by translating the

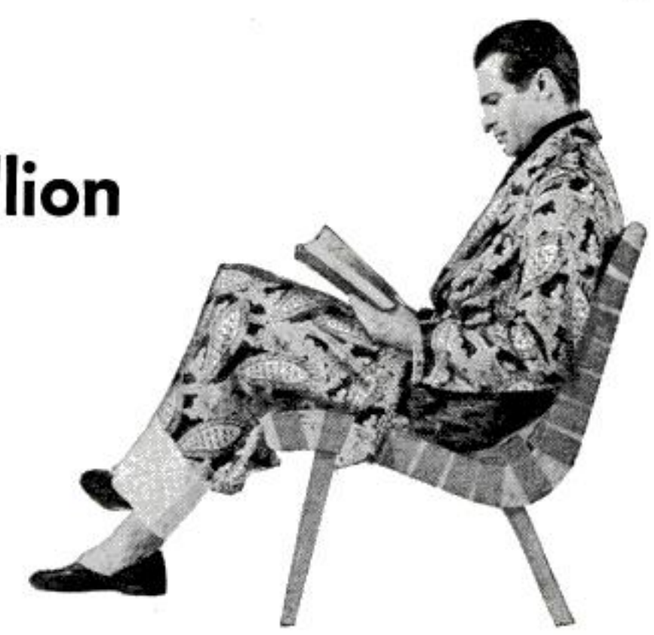
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robes by stafford

the

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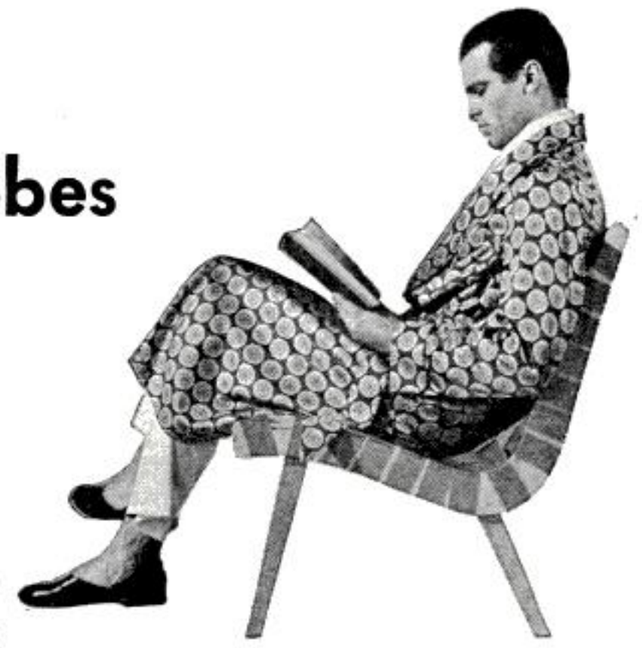
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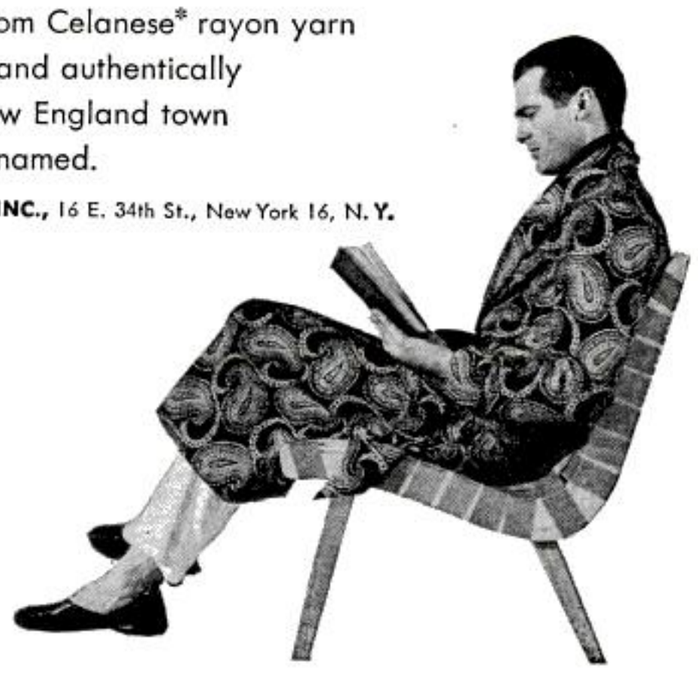
fine

robes



And that is why, at better men's and department stores, knowing men give the nod to fine robes bearing the Stafford stallion . . . symbol of fine fabrics. Patterned with taste, printed with precision, tailored with integrity, Stafford** robes are made of luxurious foulard, woven from Celanese* rayon yarn in the Pennsylvania hills and authentically printed in the little New England town for which they are named.

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At Our Best!



Blackie:

"I like this portrait, Whitey, but don't you think we're showing too much of our faces?"

Whitey:

"Certainly not, Blackie—no matter how much we show ourselves, our friends keep yelling for more!"

"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY · 86.8 PROOF

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BERLITZ CONTINUED

Normandie's complete engine manual, a 150,000-word epic, in one week with the aid of 12 assistants.

Both Victor and Charles Berlitz seem perfectly content to leave the over-all control of the schools in the hands of Strumpen-Darrie Sr., who pretends to be a helpless old pedant but is actually a shrewd and ardent devotee of the Berlitz cult. Strumpen-Darrie has two main standards by which he judges a branch-school manager: his devotion to The Method, and the rapidity with which he raises his school from the 5¢ to the 10¢ or 20¢ bracket. He has worked out a primitive accounting standard which tells him that an average school should take in five cents per year for every person in the town, and he does not want any school to be average. Personal checkups tell him whether or not the school is adhering piously to Maximilian's principles, and a few seconds' simple arithmetic tells him how it is doing according to his financial standards.

Strumpen-Darrie insists that at the rates Berlitz charges the schools would ordinarily make extremely little profit. "However," he says, "we have the same sort of luck the mustard-makers do, you know, they make their profit on the mustard people leave on their plates, not on the mustard they eat. So many people sign up for a course, pay in advance, and then never show up, that our profits are always better than we expect."

During the war the Berlitz schools filled an obvious need. The Army came to Strumpen-Darrie, but insisted that he discard The Method and teach according to an Army system. Horrified, he declined, but when the OWI made their approaches, asking only that their men be taught to speak fluently in the shortest possible time, he tackled the job gladly and was soon grinding out thousands of reasonably fluent linguists.

The European schools did not suffer so badly, strangely enough, during this war as they did in the first one. Many GIs whose Berlitz courses in this country were suddenly interrupted were able to continue their studies in Berlitz schools in various liberated and captured cities. Although reports on them are beginning to trickle in, Strumpen-Darrie is still not sure how many Berlitz schools have resumed operation. He often wonders if the European schools are still faithful to The Method and, if not, whether they are successful. His curiosity arises from the fact that the Berlitz system has never been profitably imitated even though it is a simple, unpatentable idea that has been discovered independently of Berlitz by thousands of explorers, missionaries and shipwrecked seamen.

So basically simple is The Method that its strongest, most enthusiastic endorsement was written 14 centuries before Nicholas Joly set foot in Providence, R.I. St. Augustine, in Book I, Chapter VIII of his *Confessions*, says, "I observed that my elders would make some particular sound, and as they made it would point at or move towards some particular thing; and from this I came to realize that the thing was called by the sound they made when they wished to call my attention to it. . . . So, as I heard the same words again and again properly used in different phrases, I came gradually to grasp what things they signified, and, forcing my mouth to make the same sounds, I began to use them to express my own wishes."

This endorsement was unsolicited and unpaid-for.



EARLY BERLITZ SCHOOL in Milwaukee (1900) was one of a chain that eventually stretched clear around the world. By 1914 total number was 339.

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Breakfast with the family while clothes wash super clean

Set the dial at WASH—add a bit of soap—and your time's your own. The Bendix Automatic Washer does the work—all by itself. It fills itself with water—washes clothes—changes its water—rinses 3 times—damp drys clothes—cleans itself—drains itself—shuts itself off. No upset house. No putting hands in water. No need to hurry back.

Only the tumble-action principle of the BENDIX washes clothes so clean...so gently...with so little hot water and soap...*and no work at all!*

DIRT MEETS DOOM—The Bendix' Tumble Action races suds through clothes so thoroughly that not a single fabric fiber escapes its cleansing action. And how gently Tumble-Action does it—no agitator, no paddles, no suction. Just dirt-chasing suds in the smoothest of cylinders. The Bendix saves wear and tear—washes toughest towels and frilliest nighties so clean—so gently!

THE BENDIX KEEPS IT CLEAN! The Bendix starts every load with clean, fresh suds—because when water's chilly and there's dirt left over from previous loads the soap gets wishy-washy and often there's dirt washed back in. Clothes never get that dirty water gray with the Bendix' clean suds washing!

THE BENDIX TRIPLES THE RINSES! Laundry experts know, the better the rinse the cleaner the wash. And the Bendix rinses *three* times! First a shower rinse to wash out soil-laden suds. Then come two deep rinses with clothes tumbling hundreds of times through two more automatic changes of water. No wonder colors looks so clear and bright—clothes look extra clean!

SAVE HOT WATER? GALLONS OF IT! The Bendix Water-Saver Cylinder is so efficient it uses only 7½ gallons of hot water to wash the big 9-pound Bendix load—only about 6 gallons more (depending on temperatures of water used) for all three rinses. And, with less water in the cylinder you get good, brisk, cleansing suds with less soap!



Coming Soon! Two more Bendix Work-Savers!
Bendix Automatic Dryer
Bendix Automatic Ironer



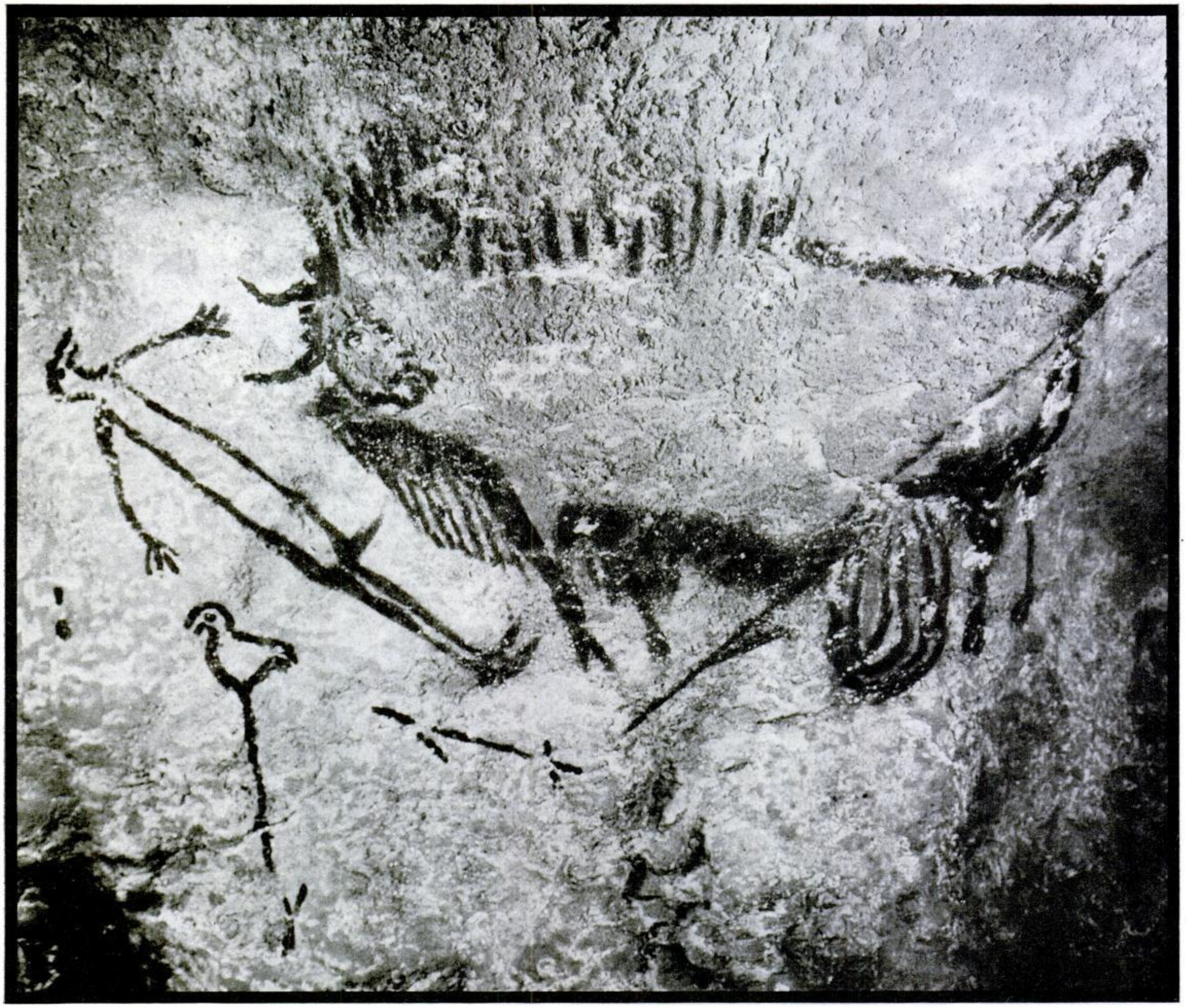
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BENDIX automatic Home Laundry

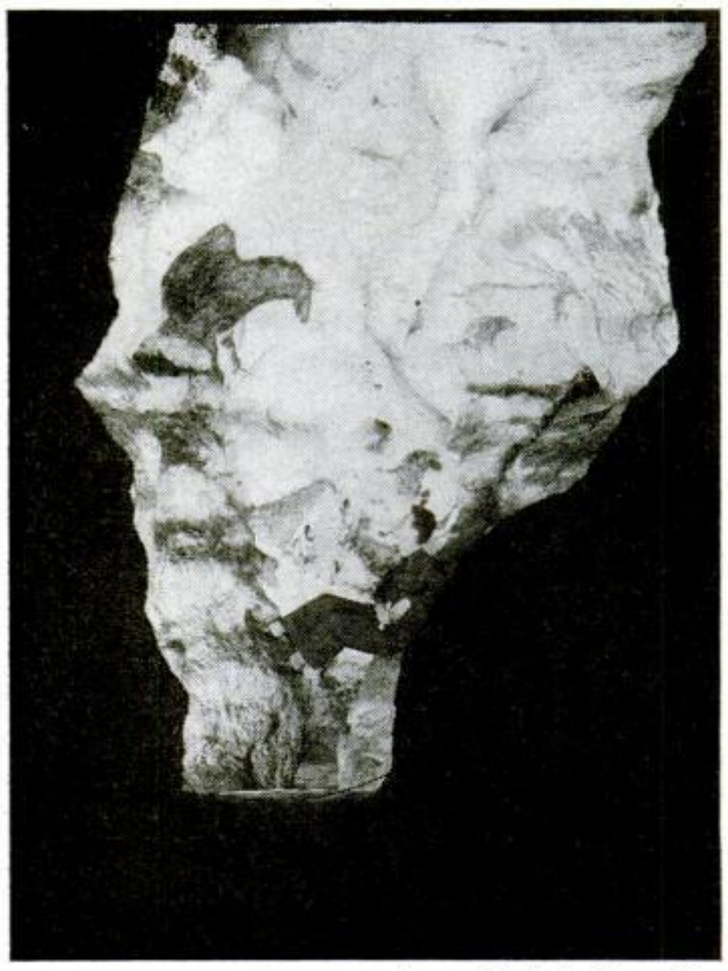
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ONE OF MAN'S FIRST KNOWN PAINTINGS OF HIMSELF IS THIS SKETCH DONE SOME 20,000 YEARS AGO IN MONTIGNAC CAVE. EARLY MAN PAINTED ANIMALS BETTER



MONUMENTAL SCALE of murals is indicated by man looking at paintings reproduced on opposite page.

CAVE PAINTINGS

20,000-YEAR-OLD STONE AGE ART IS FOUND IN A FRENCH CAVE

In 1940 two French schoolboys, out hunting rabbits on a hill near Montignac in south-central France, saw their dog disappear suddenly into a hole in the ground. Enlarging the hole, the boys climbed through it and thus became the discoverers of one of the world's oldest and most remarkable art galleries, a cave elaborately decorated with prehistoric paintings. Archaeologists, who at war's end were free to examine the Montignac cave, call it the most important cache of cave art ever unearthed. Inspired by its variety and grandeur, experts have called it "the Versailles of prehistoric man." A few months ago LIFE Photographer Ralph Morse and a crew of assistants and lighting experts went to Montignac to make the first comprehensive color record of the cave paintings. The task required the digging of a roadbed near the cave and the installation of a special generator to provide light in the cave's narrow, pitch-dark corridors and chambers. The results are reproduced on this and the following pages.

Experts, accustomed to thinking in millenniums, have since dated the frescoes that lined the walls of the Montignac cave at somewhere between 14,000 and 28,000 years ago, when the remnants of the last ice age were slowly receding from northern Europe. The artists who painted the frescoes belonged to the long-extinct race of Cro-Magnon men who created in prehistoric Western Europe a civilization somewhat resembling that of the North American Indian. Inspired probably by some primitive religion, Cro-Magnon man decorated his underground temples with graphic and mysterious, more than life-size depictions of bison, rhinoceroses, bears, antelopes, cattle, deer, horses and, very rarely, men.

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ON ROOF OF THE CAVE at Montignac are drawn the big head and shoulders of a horned bull and troop of horses below it (*left*). These were done by prehistoric men more than 15,000 years ago in the cave's left

amber. Still earlier artists
drew graceful horse (

BIGGEST CAVE DRAWINGS ever discovered are on the wall and ceiling of the first chamber of the Montignac cave. Some of the horned bulls, resembling the ones facing each other in center above, measure more than 18 feet long. These two drawings were done about 18,000 years ago in the Perigordian period. Several thousand



in this painting. This curi-
nted some 17,000 years ago.



COW painted before 15,000 B.C. in pre-Magdalenian period is superimposed upon a horse done several thousand years earlier, even before the bulls above were drawn.

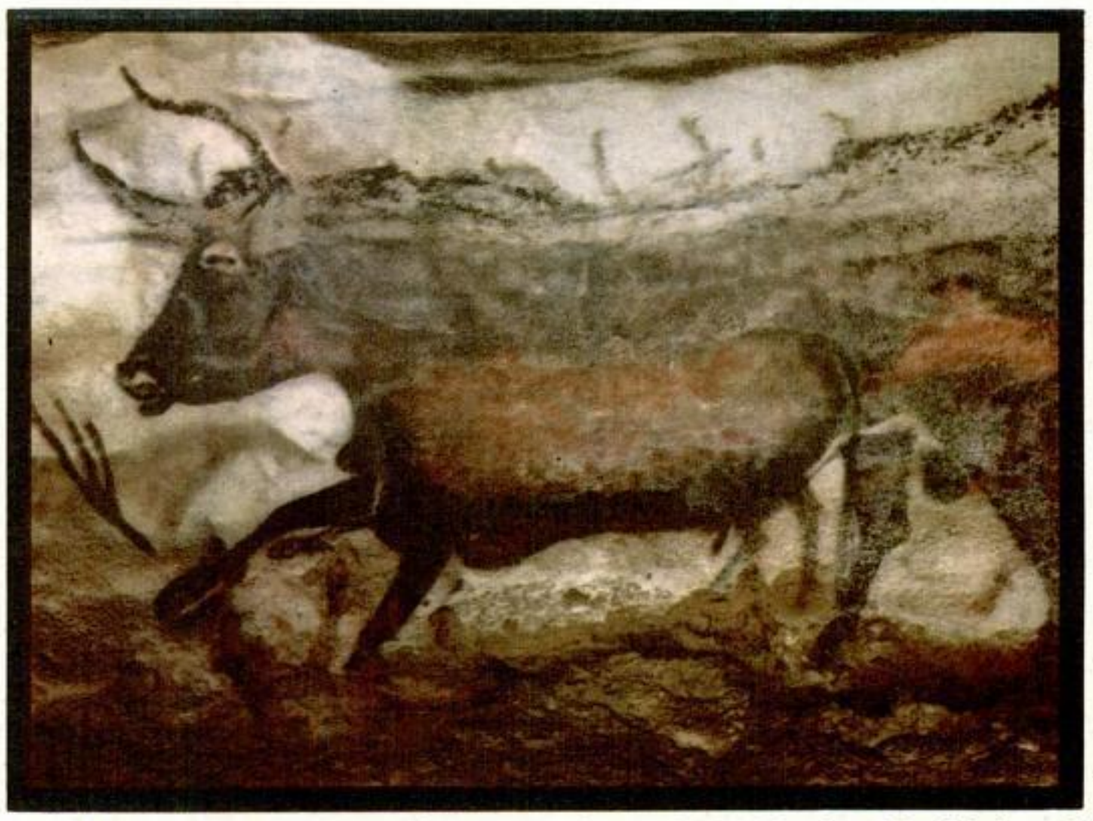
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years later prehistoric artists superimposed the long-maned horses upon the bull at left and also repainted the bull at right, probably using a mixture of carbon and oil.



BISON, which were hunted by prehistoric men and much resembled American bison, were drawn with amazing sense of action and form during pre-Magdalenian period.

The deer (*center*), which imitated style of earliest drawings, were done around this same later period. Note branches of deer's antlers overlapping muzzle of the bull (*left*).



EARLIEST DRAWING was thrice painted over. Raised foreleg of bull belonged to deer drawn 20,000 years ago. Bull was painted 17,000 years ago, later repainted.

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CEILING OF CAVE CHAMBER shows trotting horses and cows done at various ages of prehistoric man. The cow (*lower left*) was drawn over earlier cow done in Perigordian period. The ceiling, which is now 12 feet high, was within easy reach of the cave artists. Since then centuries of water cut floor to lower level.



HUNTING A BULL is presumably the subject of this painting, first drawn in outline before 15,000 B.C. and later repainted. Dark lines pointed to head of bull represent arrows, which were cavemen's weapons. Cave paintings are thought to have been done in the belief that they would enhance success in hunting.

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ENTRANCE to the cave is through this unprepossessing shack which now covers hole the boys discovered.

CRO-MAGNON MEN PAINTED THEIR SKILLFUL MURALS WITH TOOLS OF STONE AGE

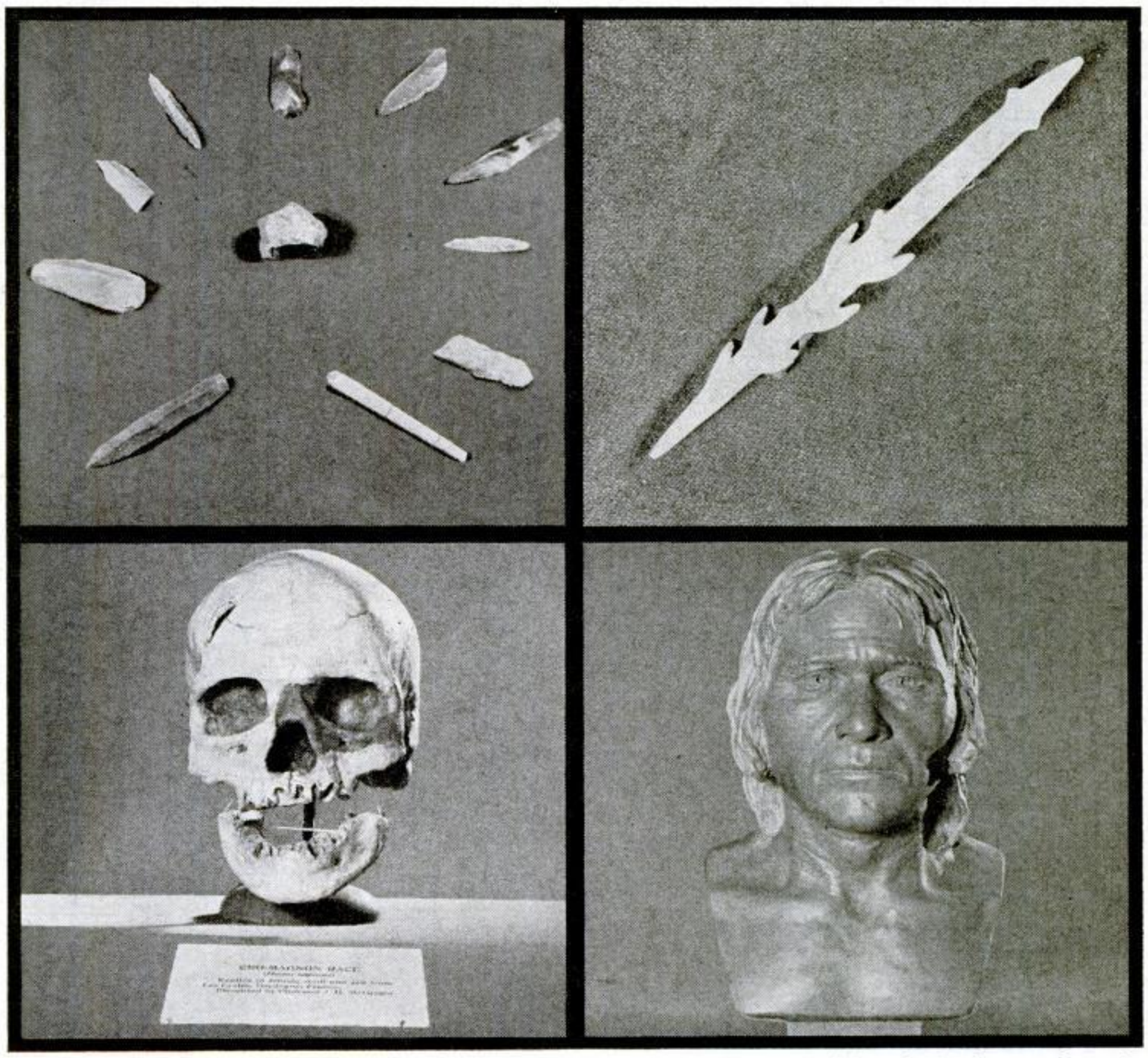
The quality of the Cro-Magnon art reproduced on these pages has amazed not only archaeologists but artists, who find in these primitive drawings the skill of master craftsmen and a highly developed sense of beauty of which any age might be proud. Previous finds of similar Cro-Magnon art in the French province of Dordogne and in caves near Altamira in northern Spain have long since established Cro-Magnon man's artistic reputation. Many of the animals depicted, such as bison and rhinoceroses, have been extinct in Western Europe for many thousands of years. The layers of superimposed paintings in the Montignac cave do not all date from the same era. Some of them, like the primitive figure of a man in the picture on page 64, are thought by archaeologists to be at least 10,000 years older than others. Apparently the cave was occupied as a temple of art and religious worship during a vast period of time exceeding the whole span of modern recorded civilization.

Little by little, scientists have been piecing together the life and habits of Cro-Magnon man. He lived during a period encompassing what archaeologists refer to as the Aurignacian and Magdelenian cultural eras which hit their peaks respectively about 20,000 and 12,000 years ago. Unlike his more primitive European forerunners, the Heidelberg, Piltdown and Neanderthal men, Cro-Magnon was a member of the same species (Homo sapiens) as present-day man. Evidence from skeletal remains, tools and weapons show that he was a hunter and fisherman of skill, that he lived in caves and huts, that he made jewelry and used cosmetics made from powdered earth. He stood erect, had a brain capacity a shade larger than that of modern man and looked intelligent as prehistoric men go. He belonged to the Caucasian type from which modern Europeans are descended.

His earliest known paintings, like the prone human figure in the picture on p. 64, were outline drawings done with colored chalk. Later, with the discovery of new tools and materials, he was able to make his figures appear more and more lifelike. In his most expert period his apparatus included engraving and scraping tools, a stone or bone palette and probably brushes made of bundled split reeds. He ground colored earth for his rich reds and yellows, used charred bone or soot black for his dark shadings and made green from manganese oxide. These colors were mixed with fatty oils. For permanence, the finest pigments of civilized Europe have never rivaled these crude materials.



CAVE PAINTER is shown at work in this scientifically reconstructed scene in Chicago's Museum of Natural History based on data gathered from a similar prehistoric cave in south-central France. Kneeling on the floor, clothed in a primitive animal skin, the Stone Age artist holds his left hand against the cave wall and blows powdered red ochre around his fingers with the aid of a hollow bone tube. Above him is a drawing of a bison.



ARTIST AND IMPLEMENTS are pictured here. Group of Cro-Magnon tools at upper left includes scrapers and cutting tools of flint. At upper right is a bone harpoon used in hunting. At lower left is a replica of a female Cro-Magnon skull found 15 miles away from the Montignac cave. Cro-Magnon man himself is shown in a scientifically reconstructed bust at lower right. Resemblance to a North American Indian is very striking.

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BURNING DRESSES

New laws and fabrics may keep women from going up in flames

Every year dozens of U.S. women manage to get themselves into much the same predicament as the flaming dummy at left. At gay dances and dinner parties pretty girls in filmy frocks brush against glowing cigarets or lighted candles and suddenly discover that their most cherished party gowns have become fire traps. In New York last December Debutante Virginia Black narrowly escaped death when she ignited her flowing tulle dress by merely dancing over a cigaret carelessly tossed on the floor. All this has caused a great stir among the nation's dress manufacturers and retailers, who consider it bad for business when their customers catch fire. Already California has passed a law which makes it illegal to sell any fabric which burns faster than five inches in six seconds. Similar federal legislation now being pushed hard by retail dry-goods organizations would ban such sales all over the country.

To show what happens when a girl's party dress is set afire, a manikin was carefully dressed in yards of gauzy rayon net, long a favorite party-dress fabric. Then a burning match was touched to the skirt. Instantly the dress exploded into flame and in 14 seconds the dummy was reduced to a smoking, sizzling ruin (*below*). For what happens when the same test is applied to a live model wearing a newly designed fire-resistant dance frock, turn the page.



WITH HER CLOTHES burned off, a scorched and blackened dummy looks at a handful of blazing tulle.

MANIKIN GOES UP IN A SPOUTING MASS OF FLAME

CONTINUED ON PAGE 72

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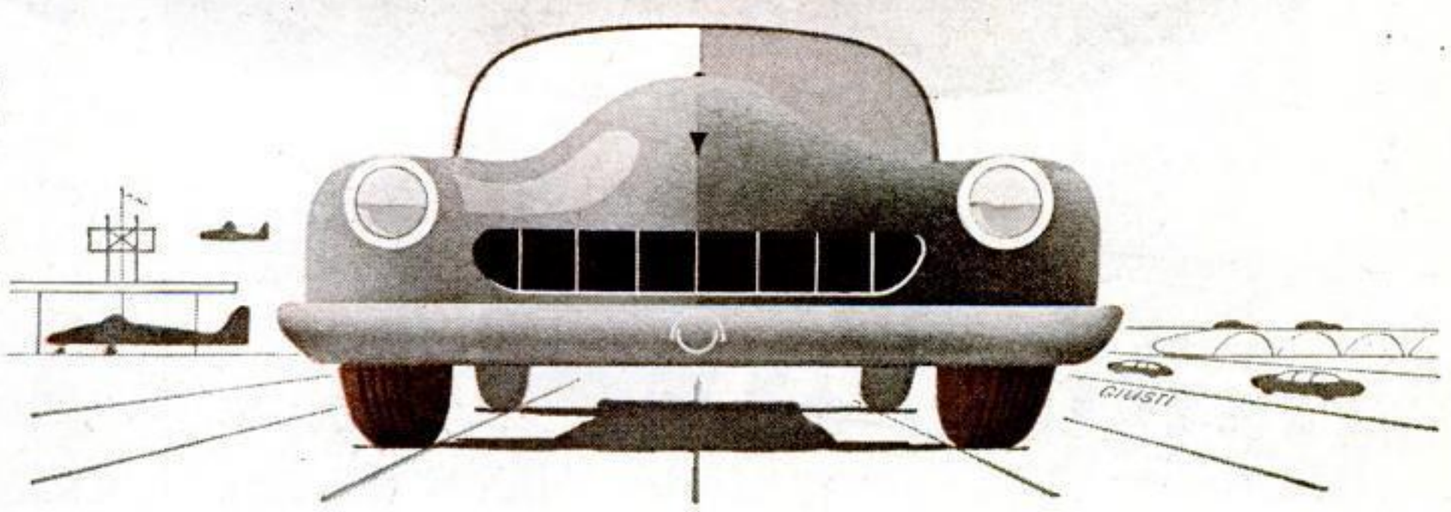


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You're brushless!



keep brushless with Barbasol

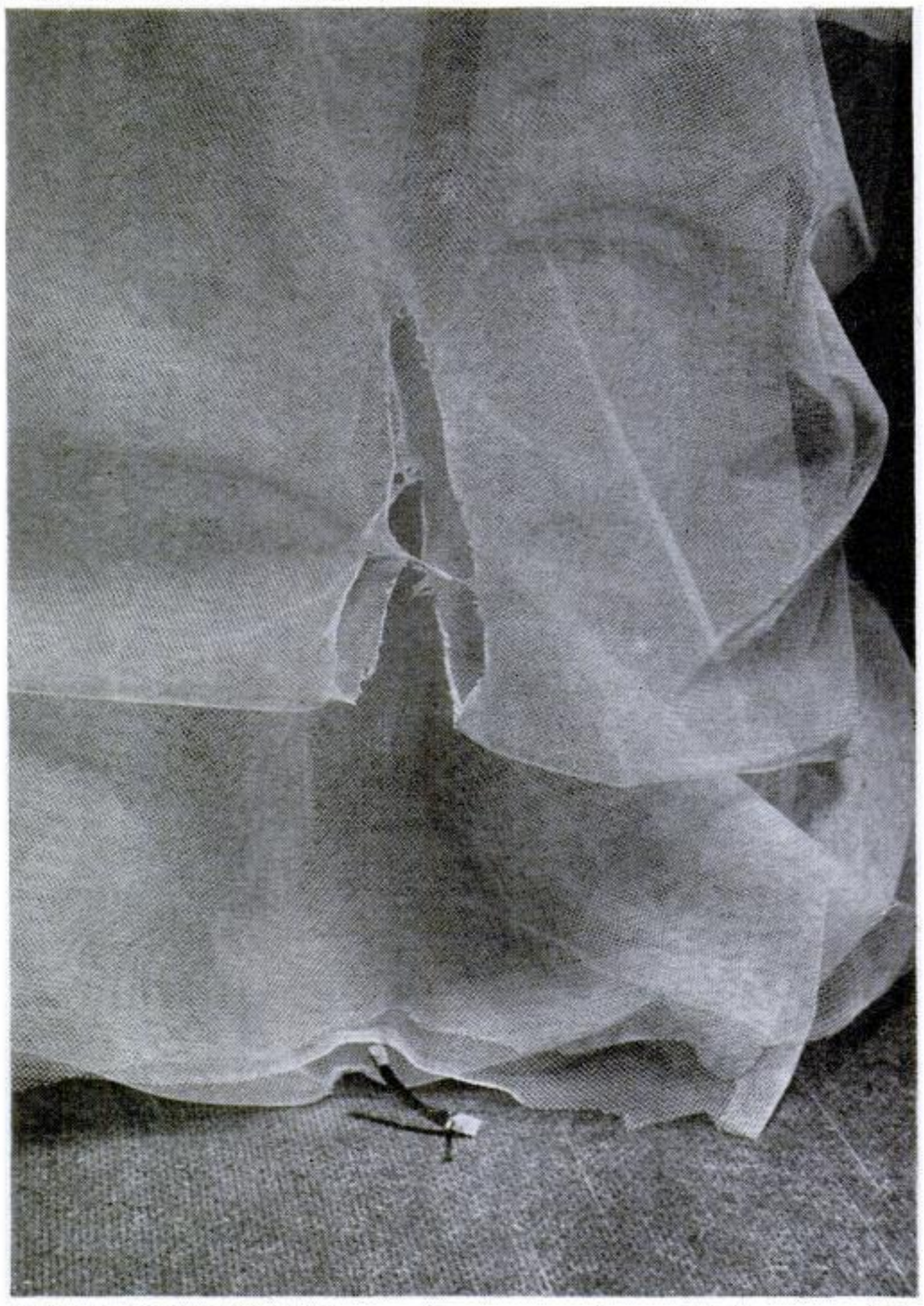
STAY SMOOTH LONGER. For fast, easy, clean, long-lasting smooth shaves, wet your face, spread on Barbasol and shave it off. That's all. Then see how long your face stays smooth! Brushless in the morning, you're still brushless in the evening . . . no wonder Barbasol is the biggest-selling shave cream in the world! **A "FACIAL FOR NOTHING."** The same soothing beneficial ingredients in Barbasol that tame your beard also help keep your skin in good condition; never tighten or dry it. If your skin is tender, Barbasol's your bet! Get some today, and *enjoy* shaving.



Burning Dresses CONTINUED



FIRE-RESISTANT DRESS fashioned from nylon tulle fails to catch fire from lighted match on floor (*foreground*). Fabric was made by William Winkler.



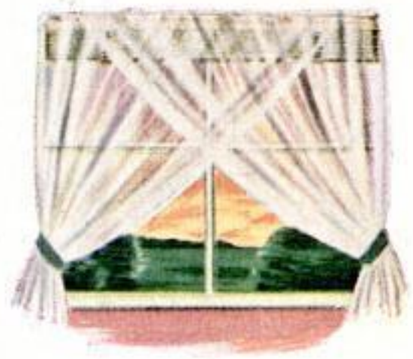
FABRIC ONLY MELTS, never flames, even when match burns completely. Special coating on fire-resistant nylon also makes material weatherproof.

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YOU DON'T HEAR *this electric timekeeper any more than you do the sun coming up. It stands silently by; you relax as you rest.*



BUT YOU CAN'T MISS *the electric alarm. Once it starts, Telalarm Jr. keeps calling you till you stop it.*

• Here's a trim little automatic servant for you—*electric* Telalarm Jr. It wakes you up in the morning, brings you the right time for years . . . and you never have to wind, oil or regulate it. The famous self-starting, long-life Telechron motor makes it a BIG VALUE at this LOW PRICE. In ivory-colored plastic case. No mail orders, please . . . see your Telechron dealer. Telechron Inc., Ashland, Massachusetts.

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ACTUAL SIZE SHOWN

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Highball on a "hot shot"

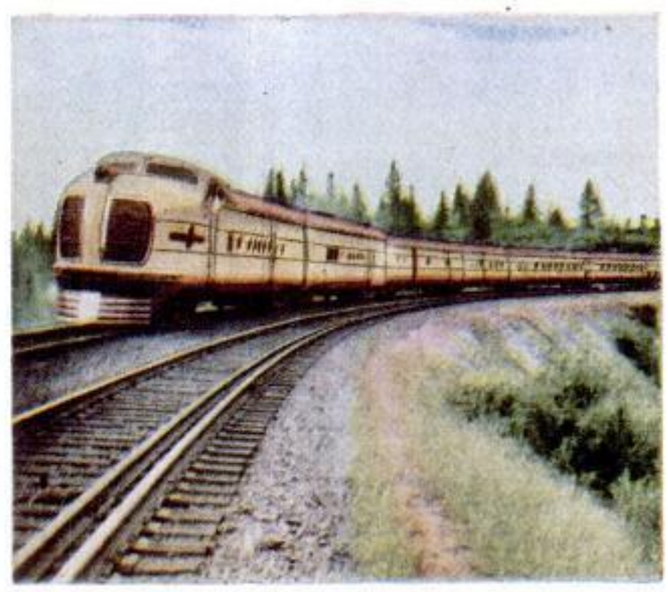


1869 **"Hot shot"** is railroad talk for a fast, through train, the kind of train railroaders began to dream about in 1869 when the first transcontinental rail line was completed at Promontory, Utah, and when Corby's reached its 11th year as a respected Canadian name.



1900 **This club car** on the first all-electric-lighted train in the northwest was a step ahead. Plush-trimmed wicker chairs and velvet table covers were marks of railroad luxury, as the name Corby's became a 42 year-old tradition in the Dominion of Canada.

PHOTO COURTESY NORTHERN PACIFIC



1936 **Something new** was added as diesel-electric streamliners began to flash along the rails. Shining inside and out, these trains captured public fancy with air-conditioned comfort and fast, smooth travel, as the name Corby's reached the 78 year-mark in Canada.

PHOTO COURTESY SOUTHERN PACIFIC



1947 **Now there's** both speed and luxury on the rails . . . luxuries like Corby's Reserve served by these lines: Alton Railroad; Atlantic Coast Line; Baltimore & Ohio; Boston & Maine; Chicago North Shore & Milwaukee; Chicago & North Western; Delaware, Lackawanna & Western; Erie; Illinois Central; Lehigh Valley; Missouri Pacific Lines; New York Central; New York, New Haven & Hartford; Northern Pacific; Rock Island; Seaboard Air Line; Soo Line; Southern Pacific; Union Pacific; Wabash Railroad; Western Pacific; and others. When you travel by rail, ask for Corby's.

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IN "BEGGAR'S HOLIDAY" THIS FANTASTIC JAIL-HOUSE SCENE SHOWS ALFRED DRAKE, LEADER OF A RACKETEER GANG, IN THE ELECTRIC CHAIR FOR HIS SINS

THREE MUSICAL HITS

Theater season's new successes enliven Broadway, prove that originality pays off at the box office



Suddenly in the middle of a fairly lackluster season, three musical offerings have brought a gust of excitement to Broadway. One of them, *Beggar's Holiday* (*above*), is a remodeling of an 18th Century classic. Another, *Finian's Rainbow* (*pp. 76-77*), is a whimsical fantasy. The third, *Street Scene* (*p. 78*), is a serious musical play with almost operatic proportions. In approach and plot, all three of them are far off Broadway's beaten path, proving that a good deal of the freshness and originality in the U.S. theater today is contributed by musical shows. Their big success in a season otherwise barren of new musical hits proves that originality can pay off at the box office.

Beggar's Holiday is a modernization of *Beggar's Opera* written in 1727 by John Gay. One of the most amoral yarns ever written, it has been revived innumerable times all over the world, twice before on Broadway. Originally it dealt with London's thieves and trollops in the time of Hogarth. The new version by John Latouche introduces with fair success a similar set of modern gangsters. Though the modern criminals are not as fascinating as their predecessors, the show has a full-blooded musical score by Duke Ellington, biting lyrics by Latouche, some of the prettiest, sexiest dancers on Broadway (*see left and right*).



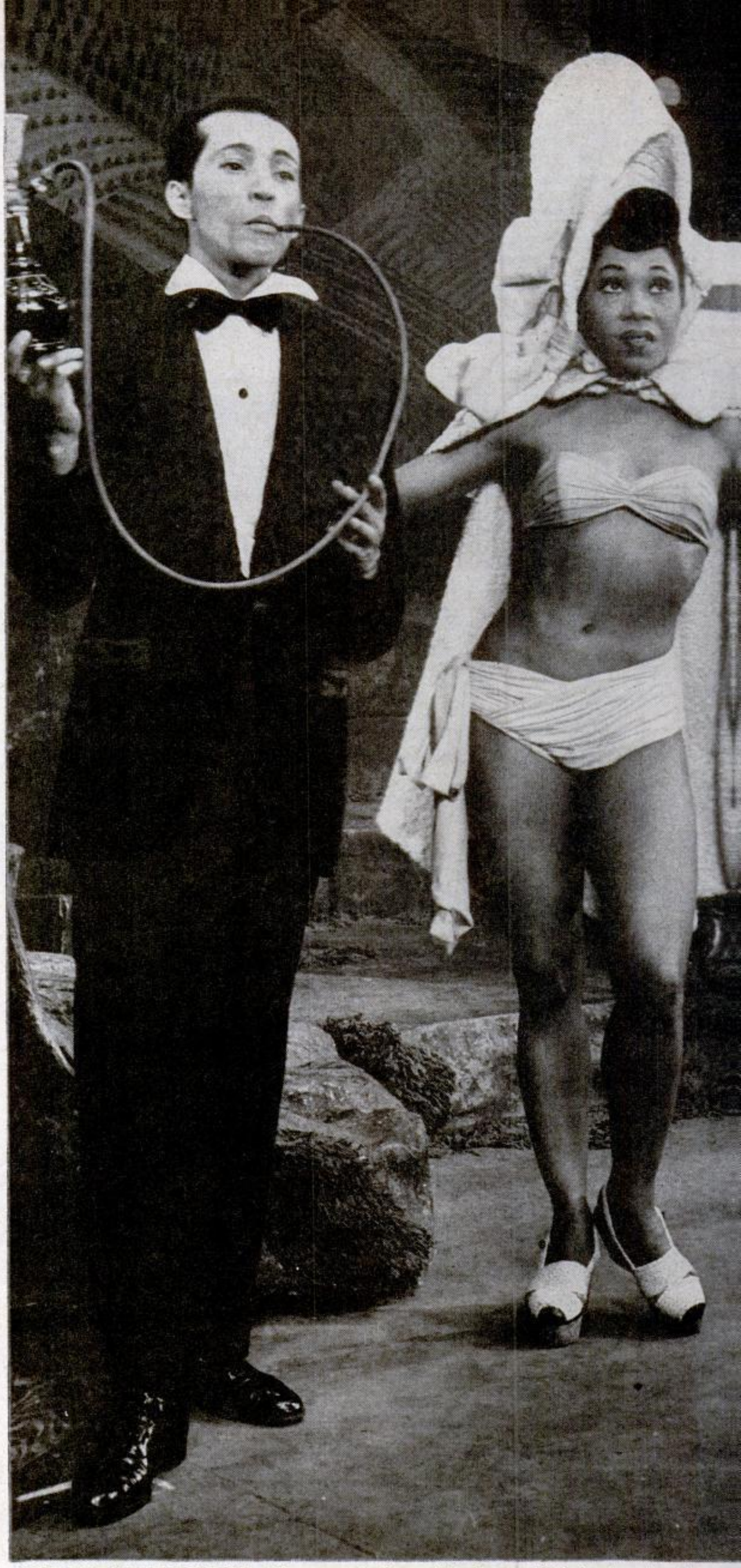
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FINIAN'S DAUGHTER, acted expertly by Ella Logan, watches her father (Albert Sharpe) look for Fort Knox on a map so he can bury his stolen gold near U.S. reserve. Below: From a well she pulls leprechaun who owns gold and has come to U.S. for it.





LIKE A UTOPIAN DREAM, riches come to the mythical state of Missitucky when it is reported that the leprechaun's gold is buried there. Business booms and a mail-order

AN IRISH PIXIE IN DIXIE HELPS MAKE

Periodically a musical show comes to Broadway that is good enough to start a trend. *Of Thee I Sing* (1932) set a style for political satire, *Oklahoma!* (1943) for nostalgic musicals based on authentic Americana. Now *Finian's Rainbow*, the season's most original hit, may easily start a fad for musical fantasies overloaded with magic spells, leprechauns and other brands of pixies.

Finian's authors, E. Y. Harburg, Fred Saidy and Composer Burton Lane, have concocted a wild Irish stew. Their story takes place among the sharecroppers of a mythical Dixieland state, Missitucky. Here a moon-struck Irishman named Finian arrives with his daughter, Sharon, carrying a pot of leprechaun gold. Finian believes if his gold is buried near the U.S. gold reserve at Fort

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house extends unlimited credit to Negro and white sharecroppers. They gleefully order hookahs, polo and golf suits, exotic dresses that cover everything or almost nothing.

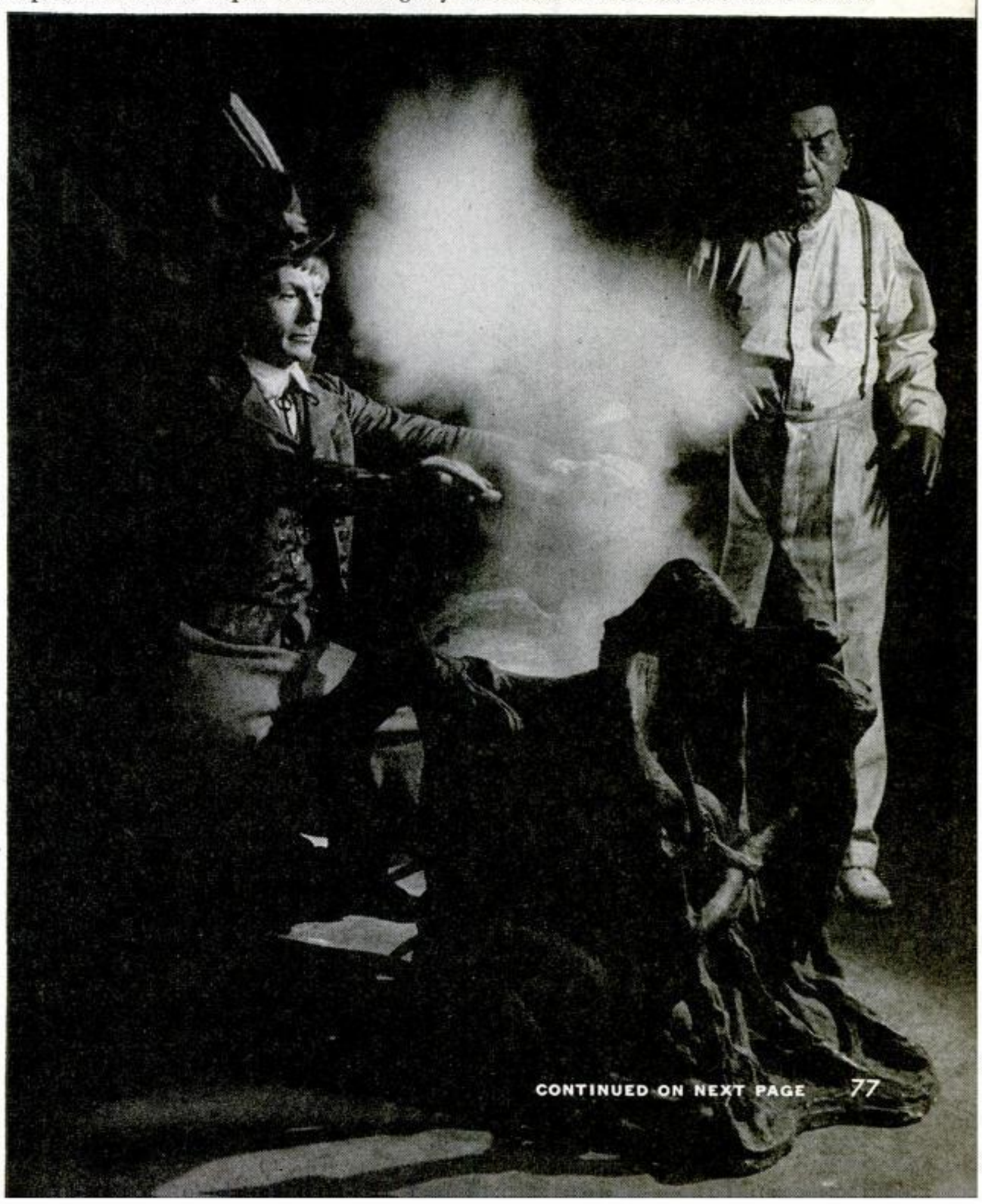
"FINIAN'S RAINBOW" AN EXUBERANT HIT

Knox it will bring him good fortune. Sharon is almost hanged for being a witch when she casts a spell on a bigoted senator named Billboard Rawkins and turns him temporarily black. Before Sharon escapes the gallows and weds a guitar-playing union organizer, the audience is treated to some topnotch dancing and at least one song hit, *How Are Things in Glocca Morra?*

For practically the first time on the American stage, *Finian's Rainbow* preaches racial understanding with a light touch. Example: Senator Rawkins is purged of his bigotry when a liberal-minded leprechaun, played winningly by David Wayne, utters this incantation (*right*): "Rise ye vapors and unwind this tangled medieval mind....Balm of briar and sandalwood, season him with brotherhood."



HOW TO SERVE JULEPS to a Southern senator is shown in sharply satirical scene where the senator's stooge tells an educated Negro to shuffle and say, "Yas, Suh." Below: Leprechaun utters a spell to banish bigotry from senator who has been turned black.



CONTINUED ON NEXT PAGE



A SHOW-STOPPING INTERLUDE IN "STREET SCENE" IS THIS FRANTIC LOVE DANCE DONE BY SHEILA BOND AND DANNY DANIELS IN FRONT OF TENEMENT HOUSE

NEW VERSION OF "STREET SCENE" IS A MAJOR STEP TOWARD AMERICAN OPERAS

While nobody in the U.S. has yet written a great native opera, better attempts are made on Broadway than under the lofty banner of the Metropolitan Opera. This season a musical version of Elmer Rice's famous stage play, *Street Scene* (1929), prompted the New York *Times*'s cautious music critic, Olin Downes, to call it "most important step toward significantly American opera that the writer has yet encountered in the musical theater."

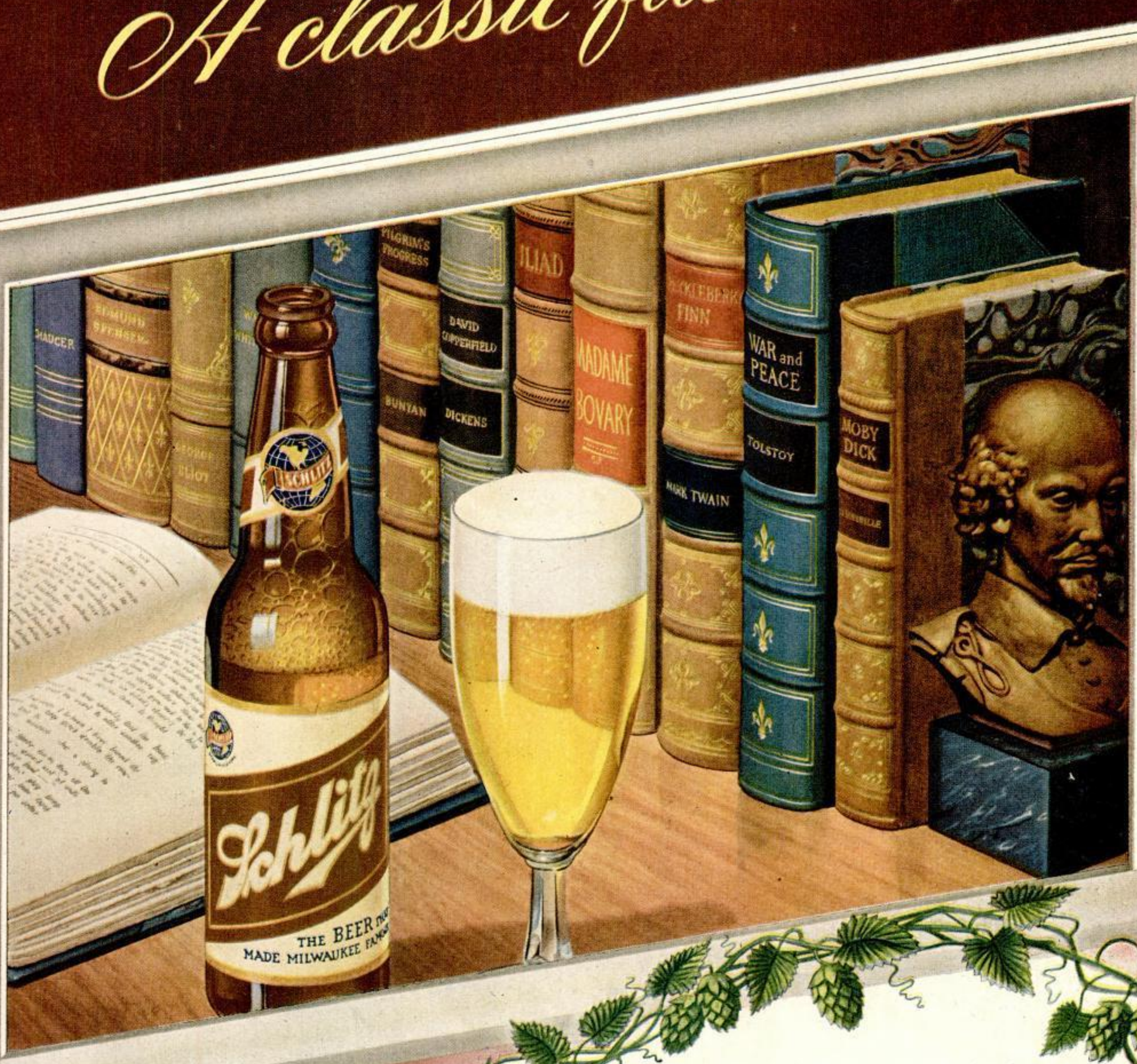
In its new form, *Street Scene* was written again by Rice, with lyrics by Poet Langston Hughes, and music by German Composer Kurt Weill (*Knickerbocker Holiday*, *Lady in the Dark*). Its tragedy is enacted before a Manhattan tenement where a love-starved wife has a brief affair with a bill collector and is murdered with her lover by her husband. With excellent voices singing an eloquent score, *Street Scene* brings new stature to the U.S. stage.



MOST GRIPPING SCENE in the show comes when the madly jealous husband (Norman Cordon, *center*) arrives home unexpectedly, shoots his wife and her lover inside the flat, and then escapes from the tenement house with a pointed gun. The limp hand of the murdered man rests on the second-floor window sill (*center, right*).

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Just the KISS of the hops

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LEFT: Style 2109. Authentic straight tip, calfskin, custom last.

CENTER: Style 2115. Hand-sewn "Moc-San" in smart "turf tan."

RIGHT: Style 2190. Distinctive French toe, rich tan calfskin.

When you want a truly comfortable shoe, yet long for a shoe that stands out in any style group, Jarman "Million-Aires" are for you. That's a fact because "Million-Aires" so skillfully combine smart, handsome styling with fully-satisfying comfort, putting pride and pleasure in your every step. This happy blend of beauty and comfort stems from Jarman's *Style Experience* gained as designer of leading styles for America's style leaders ... and Jarman's *Exclusive Insole*— a patented heel-to-toe cushion of featherweight cork and resilient rubber forming an ever-present carpet of comfort wherever you go. Because this buoyant insole is in "Million-Aires" *only*, no other shoe can give you the same comfort. For that reason, once you wear a pair you'll always wear "Million-Aires." See your Jarman dealer today.



Symbol of "friendliness of fit," this distinctive shoe horn can be purchased from your Jarman dealer. Ten inches in length, finished in gleaming 24-karat gold, with plastic handle and golden cord.

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PHOTOGRAPH MADE DURING THE WAR AT DACHAU SHOWS DR. SIGMUND RASCHER (CENTER) FLOATING PRISONER IN ICE WATER TO TEST AN EXPOSURE SUIT

HUMAN LABORATORY ANIMALS

Photographs of experiments on prisoners are submitted in the trial of 23 German doctors at Nürnberg

German medical men played an important part in the Nazi campaign to exterminate "inferior" peoples. Their contribution was developing what the American Military Tribunal calls thanatology, the science of killing people by the millions. Last December, 23 of the most brutal Nazi doctors were brought to justice in Nürnberg. In their trial, which is still in progress, pictures were introduced that spun out the final horror in tales of organized Nazi inhumanity.

The German doctors were practical men. The more enterprising of them quickly concluded that thanatology would be more profitable if the condemned prisoners were used as experimental animals. The doctors approached their work with scientific zeal. At Dachau hundreds of inmates were forcibly inoculated with malaria to test new drugs. At Sachsenhausen people deliberately infected with epidemic jaundice sickened and died. At Natzweiler it was typhus. At Ravensbruck festering wounds were cultivated on women prisoners to try out sulfa drugs. At Buchenwald inmates were used to observe the effects of cyanide and phosphorus incendiaries. The net result of all this research: not one contribution to science.

Most notorious of the doctors who experimented in the concentration camps was Dr. Sigmund Rascher (*above*), Luftwaffe specialist in aviation medicine and an SS captain. Married to an actress who had once been a mistress of Heinrich Himmler, Rascher persuaded the Gestapo chief to let him use "criminals" to experiment in the effects of high altitudes on fliers. Himmler took a lively interest in Rascher's work, particularly when he investigated the results of long immersion in ice water with prisoners at Dachau. When Rascher attempted to revive the frozen prisoners by putting them in bed between two naked women, Himmler looked on. Rascher found that this method of warming his subjects was much inferior to plunging them in a tub of hot water, but even this discovery could not be attributed to his work. A Russian named Laptschinski had proposed the same treatment as long ago as 1880, and other German researchers had proved it with laboratory animals. Still Rascher pursued his specialty all through the war. At Lublin he tied naked prisoners outdoors in freezing weather. At Dachau he infected women with Staphylococcus aureus to test a drug he had developed called polygal. But Rascher never came to trial. Another doctor found that polygal was nothing but salt solution and that his experiments were faked to make it look effective. Finally Himmler discovered that Rascher's wife had gotten money from him by pretending that another woman's child was hers. After this, according to survivors of Dachau, both Rascher and his wife were shot.

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Jockey® Underwear is *Functional*

From helmet to boots, a firefighter's uniform is functional . . . gives freedom of action *plus* head-to-toe protection from water, fire, and falling objects.

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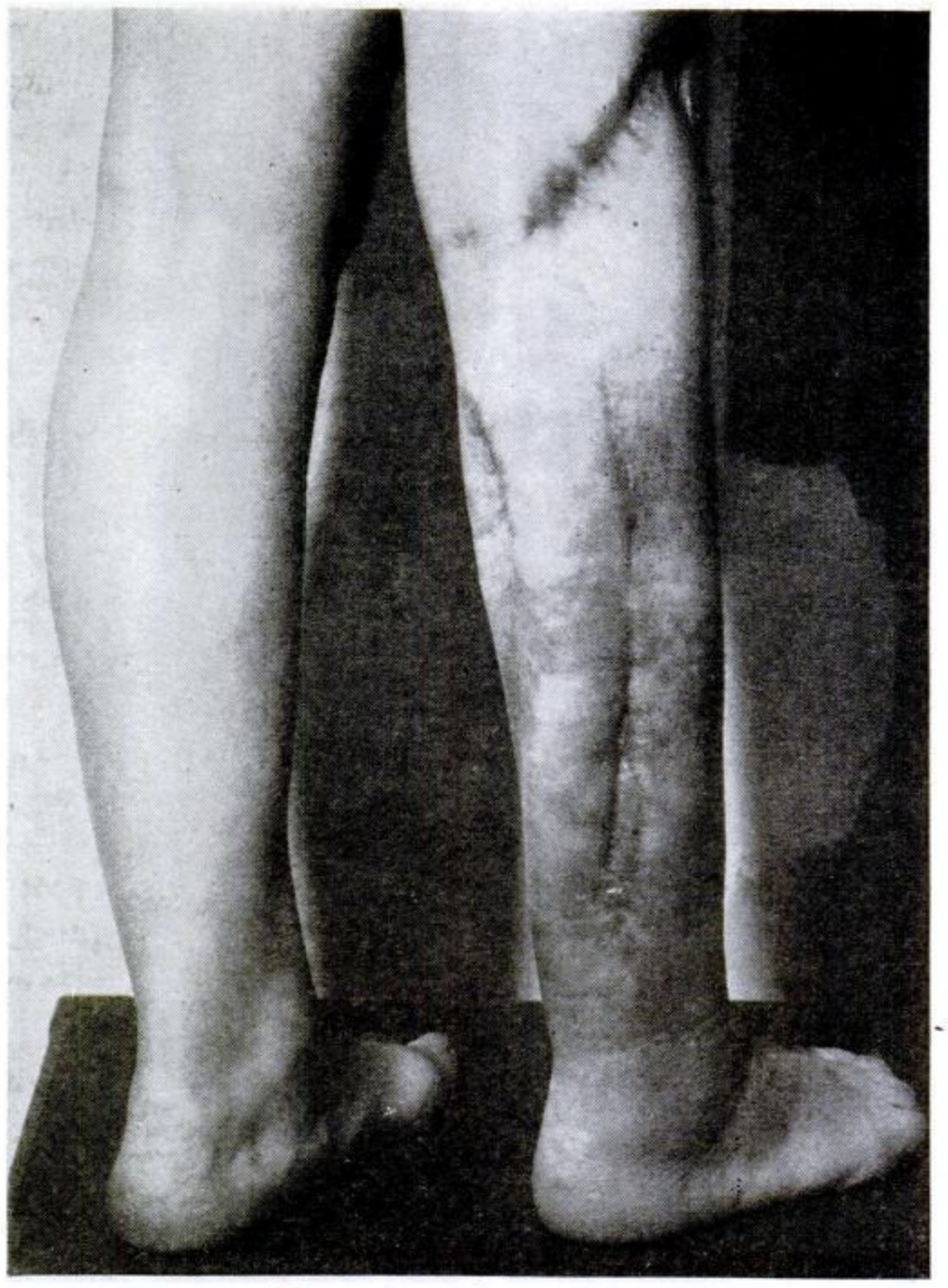
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MUTILATED WOMAN TESTIFIES IN COURT



ON THE WITNESS STAND, Jadwiga Dzido, former student at the University of Warsaw and messenger for the Polish underground, shows scars left by the experiments performed on her while she was a prisoner at Ravensbruck.



DEEP WOUNDS on Witness Dzido's leg were inflicted when she was deliberately infected to test sulfa drugs. At Ravensbruck 74 other women were used in experiments. Five of them died from operations and six were shot afterward.

CONTINUED ON PAGE 84

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Here's Quick 3-Way Relief:



...Go after those offensive minor coughs due to colds or smoking at the very first scratchy "tickle." Get Smith Brothers famous black Cough Drops, a scientific prescription-type formula of proven cough-relief ingredients used for years by the medical profession. Smith Brothers bring quick, long-lasting relief in 3 important ways:

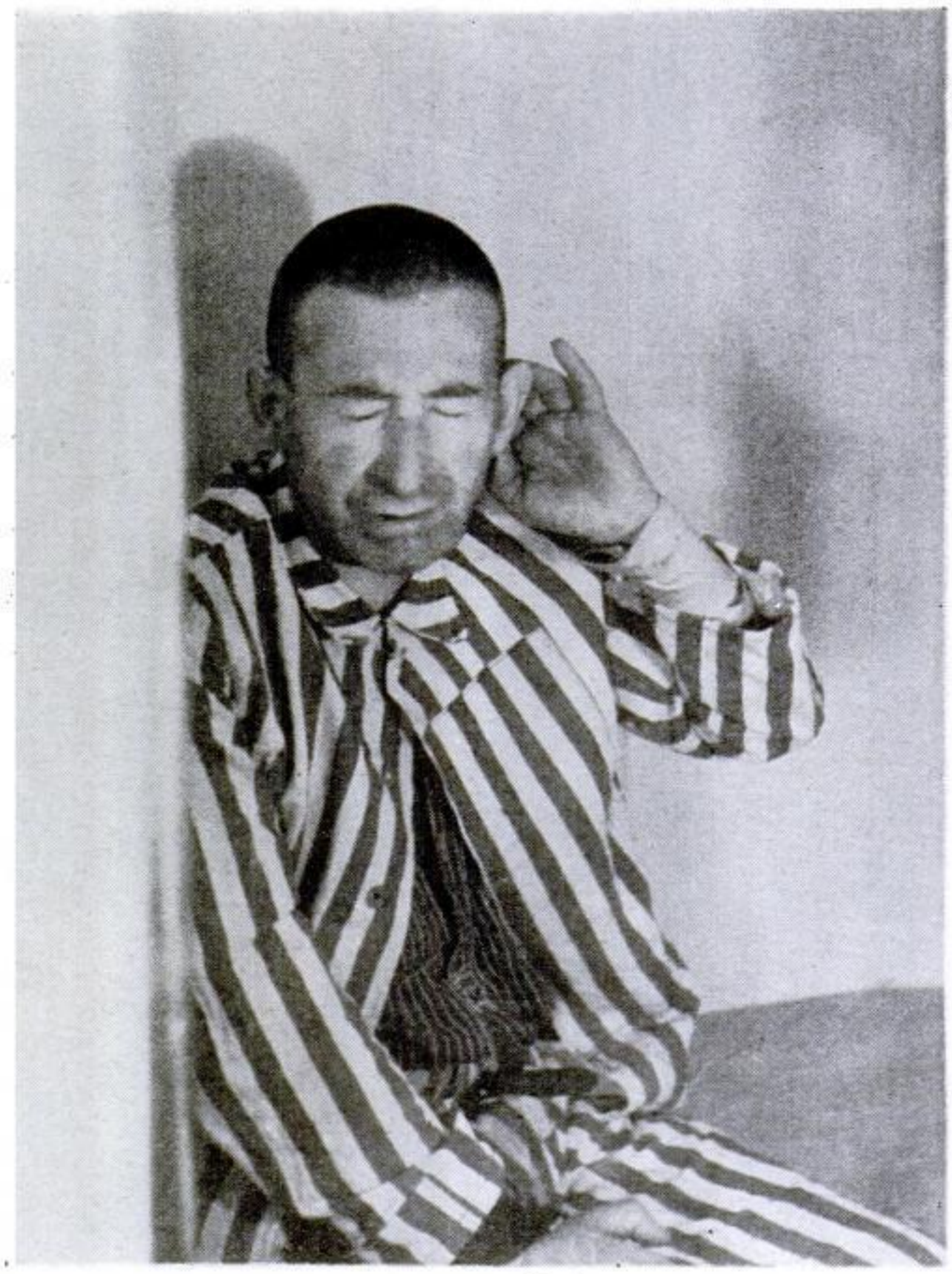
1. **Ease throat tickle**
2. **Soothe raw, irritated membranes**
3. **Help loosen phlegm**

No narcotics. Let children enjoy them freely. Now in greatest demand of their whole 100 year history. A boon to smokers. Buy 2 packs today, one for pocket, one for bedside if night coughs strike.





PRISONERS WERE DEPRIVED OF OXYGEN



IN DECOMPRESSION CHAMBER at Dachau a prisoner is subjected to explosive decrease in air pressure. Dr. Sigmund Rascher performed experiments to determine the effects of parachuting from altitudes as high as 68,000 feet



SUSPENDED IN HARNESS of German air force parachute, prisoner faints from lack of oxygen. The prisoner was later killed in other experiments. Dr. Rascher also performed autopsies on men who were unconscious but still living.

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"First over the bars!"

Like a prize-winning jumper, Hunter has been developed slowly, expertly and with infinite care. For it takes *time*, *patience* and *skill* to produce a whiskey worthy of the acclaim that Hunter has received down through the years. And nothing less than eighty-seven years of experience could have achieved the matchless flavor and all-around excellence of today's Hunter.... *An American Gentleman's Whiskey since 1860.*



HUNTER

FINE BLENDED WHISKEY

Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended whiskey, 92 proof. The straight whiskies in this product are 6 or more years old. 40% straight whiskey. 60% grain neutral spirits.

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Ten thousand tiny candle flames have
lit the night and died for joy — but none so
brightly tranquil as that o'er which she sees
the face of love. Like it, her diamond,
too, will glow with special meaning.

Her engagement ring-stone must be chosen for
its magic, endless role. It need not be of
many carats, for color, clarity and cutting
are as important as actual weight. You will
be wise to seek the advice of a trusted jeweler.

De Beers Consolidated Mines, Ltd.,
and Associated Companies.

One-quarter Carat $110 to $225

One-half Carat $275 to $525

One Carat $665 to $1250

Two Carats from $2000

The prices above for unmounted quality stones were averaged from a great many stores in July, 1946. Add 20% for Federal Tax.

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A GOOD SINGER, ACTRESS JULIE LONDON WAS ON THE POINT OF RENDERING A BIT OF "THE BOY WITH THE WISTFUL EYES" WHEN THIS PICTURE WAS TAKEN

JULIE LONDON

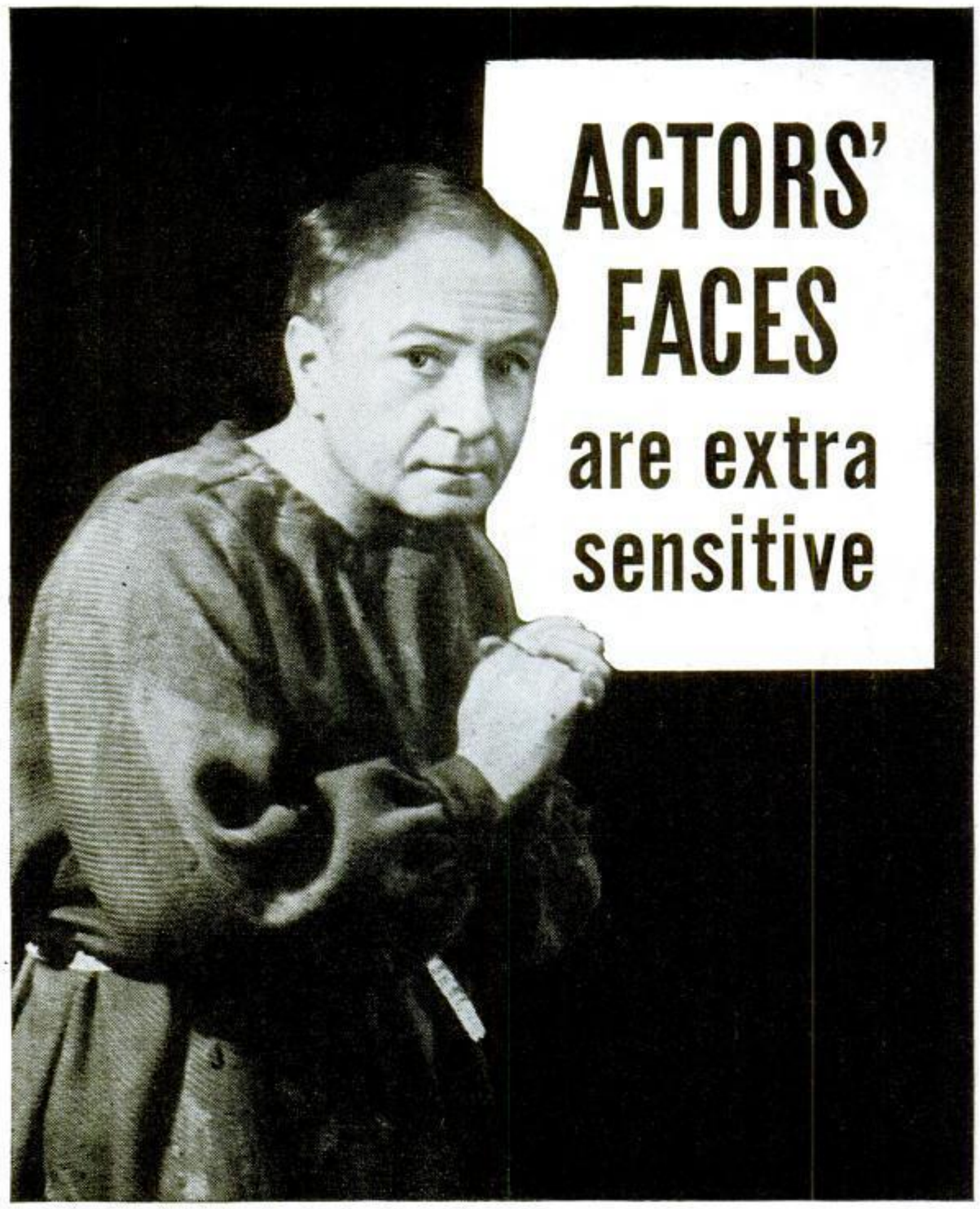
Hollywood makes a star of still another former elevator operator

In United Artists' new thriller, *The Red House* (*p. 90*), four young players have prominent roles in support of oldtimer Edward G. Robinson. Easiest to look at is the girl whose shapely kneecap protrudes in picture above, Julie London. Born Julie Peck, Miss London was just another schoolgirl with a part-time job when Mrs. Alan Ladd, who doubles as an actors' agent, found her running an elevator, signed her up. A trend seems evident. Other stars supposed to have been discovered in elevators: Dorothy Lamour, Susan Peters, Jane Russell.

At the age of 3, Miss London possessed enough talent to work up a presentable impersonation of Marlene Dietrich. Now 20, she expresses herself by lazily listening to jazz and writing occasional poetry. She spent most of her first movie, *Nambonga*, escaping the caresses of a slavering ape man. In *The Red House*, appearing opposite a more attractive love interest, Miss London has been given a better opportunity to demonstrate her talents.

CONTINUED ON NEXT PAGE

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—*that's why* Ernest Truex *shaves with soothing* WILLIAMS

STARRED in many roles during the successful Broadway season of the American Repertory Theatre, Ernest Truex is shown above as Androcles in "Androcles and the Lion." Like most actors, Mr. Truex's face is kept sensitive by wearing and removing stage make-up. He says: "The sore, tender feeling that comes from taking off make-up made shaving tough for me. But I found the answer in Williams Shaving Cream. It's easy on the face."

To be gentle to the skin, a shaving cream must consist of top-quality, mild ingredients—blended carefully as a doctor's prescription. Williams is made this way—the result of over 100 years' experience in manufacturing fine shaving preparations.

Rich, soaking lather

Williams works up easily to a rich, soaking lather that softens tough beards *completely*. Your whiskers shave off cleanly without scrape or irritation. Your face feels smoother . . . refreshed.

Get a tube of Williams and feel the welcome difference it can make in shaving. If you prefer a brushless shave, try the new Williams Brushless Cream.



BORIS KARLOFF is another popular star who's learned the secret of easy shaving. He says: "Removing make-up makes my skin very tender, and I must shave closely. But my face feels fine when I use Williams Shaving Cream. It lets me shave closely as I like without irritation."

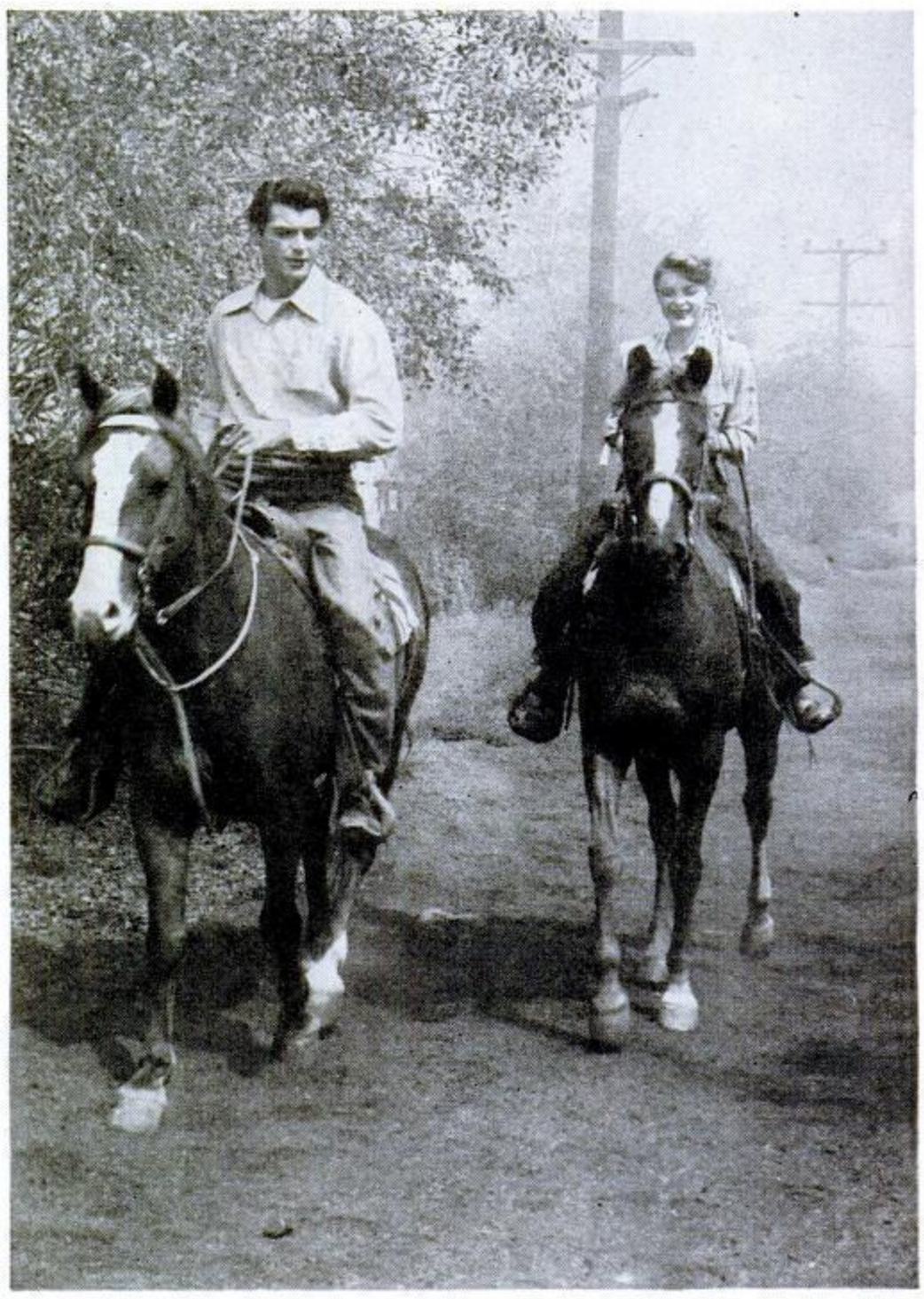


★ ★ ★ ★ ★ ★ ★ ★ ★

NOTE—BRUSHLESS SHAVERS—*Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.*



JULIE SWIMS under water for publicity shot. She learned to act with USO Camp Shows and has had bit parts in *Night in Paradise*, *The Diamond Horseshoe*.



JULIE RIDES with Rory Calhoun, a new version of Victor Mature, who plays role opposite her in *The Red House*. She has never learned how to drive a car.

CONTINUED ON PAGE 90

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Only **QUEST-SHON MARK**

keeps its form—and yours

so lastingly beautiful

You're figure-perfect in a Quest-Shon Mark! No other bra uplifts, separates, sculptures your bustline so beautifully. The secret is Quest-Shon Mark's ingenious design. Through countless washings, endless wear, Quest-Shon Mark keeps its lovely shape—and yours. You'll find that Quest-Shon Mark's custom-made high-count Avon satin is twice as strong as ordinary satin. Woven especially for Quest-Shon Mark, Avon satin has over 400 threads to the inch. This superiority, coupled with fine and detailed single needle-work, makes Quest-Shon Mark brassieres very pleasing to eye ... very smart to buy.

For name of store nearest you, write QUEST-SHON MARK BRASSIERES, 358 Fifth Ave., New York 1

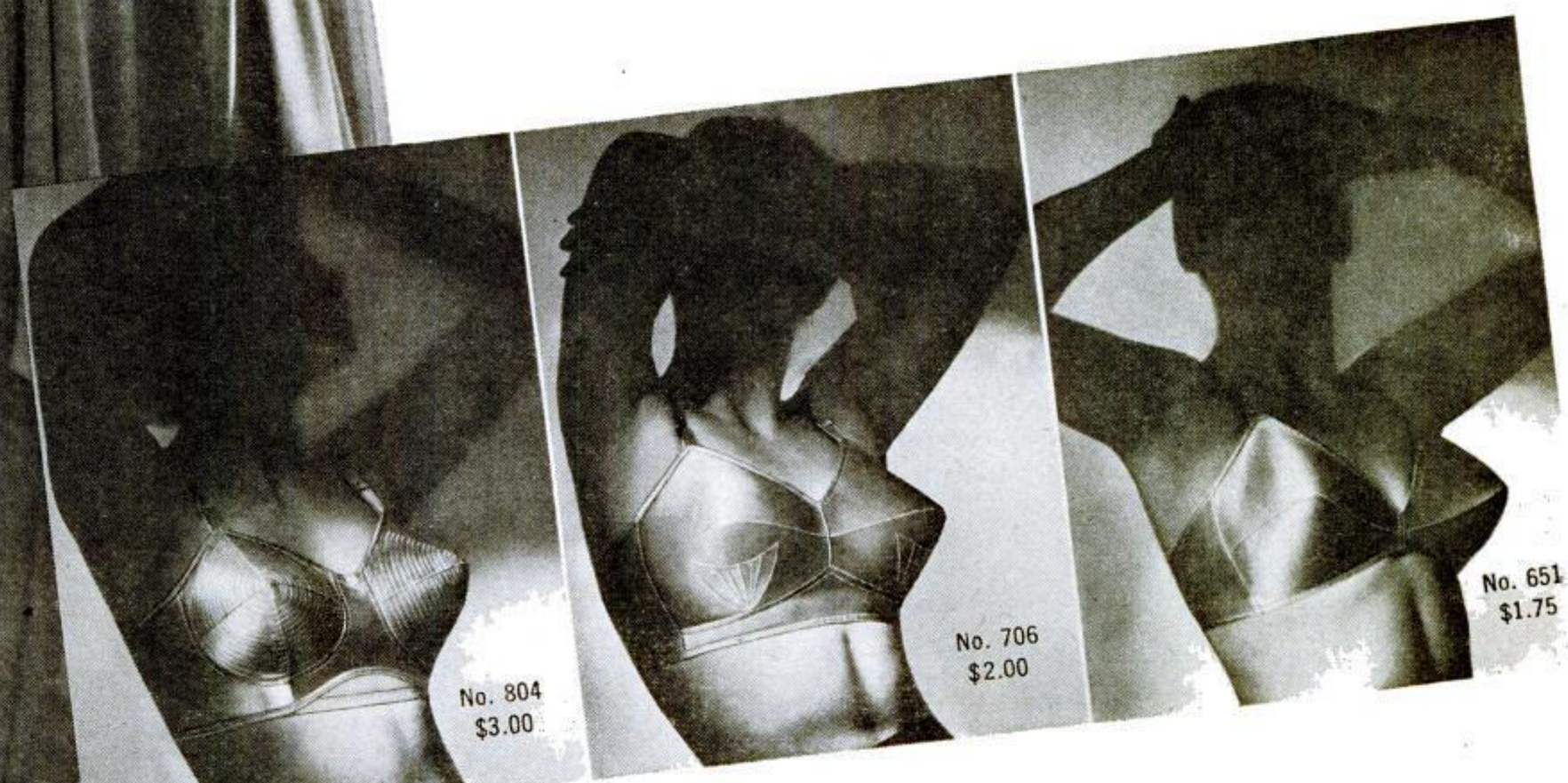


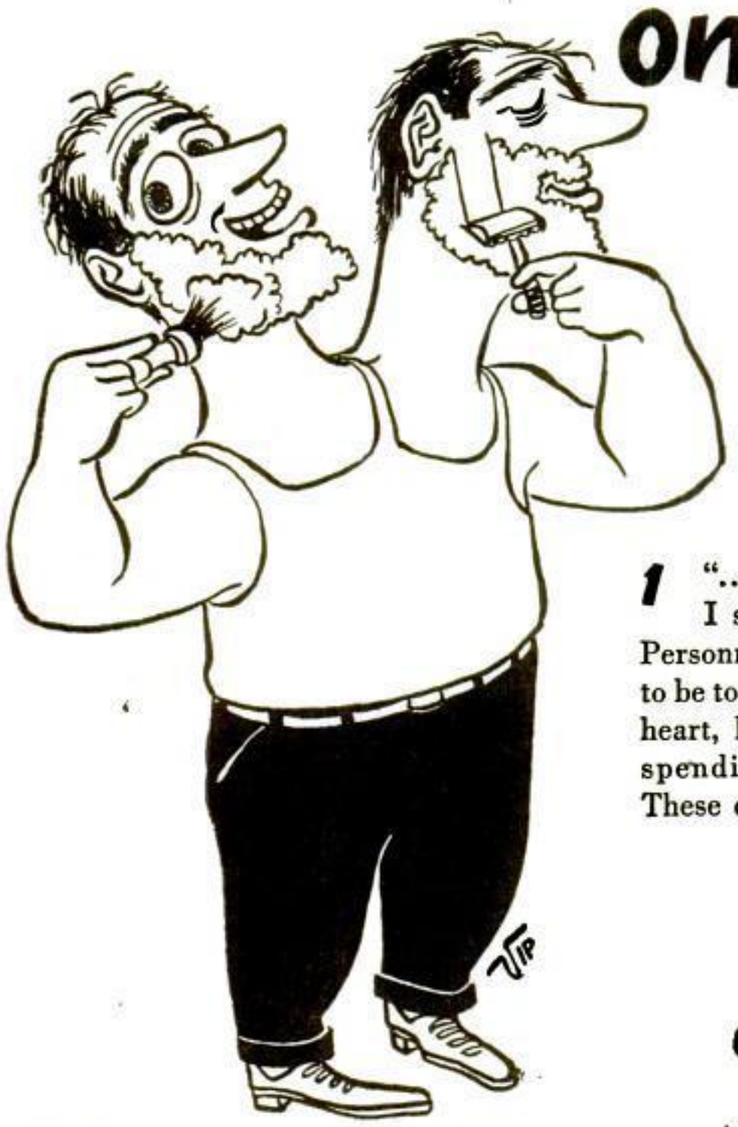
Figure-beauty begins with a Quest-shon Mark bra

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PERSONNAlly Speaking:

"I really have only one head-" says VIP

(famous cartoonist)



1 "...but I sure used it when I switched to super-sharp Personna Blades. Shaving used to be tough as a cartoon editor's heart, but now it's as easy as spending an editor's money. These days...



2 "I always have my best face forward, because Personna gives the finest, slickest shaves I ever had. *More of 'em too.* Personna Blades are so sharp, so rust-resistant that they last longer than a visit from your mother-in-law.

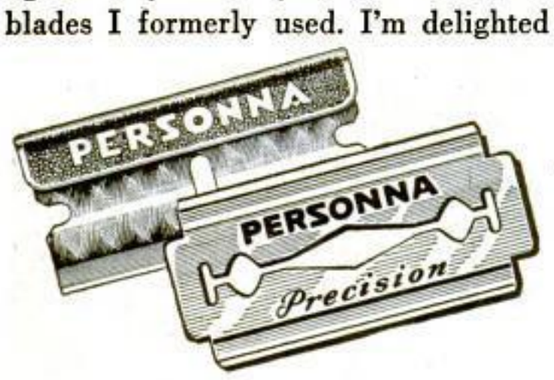




Twice as many shaves guaranteed!

3 "Yessir, they keep on shaving and I keep on saving. In fact, Personnas are delivering so many *more shaves* than the "twice as many" they guarantee, that I figure they actually *cost less* than the blades I formerly used. I'm delighted!"

4 Yes, if you don't get twice as many smoother shaves from Personna than from your present blades... we'll buy you *two packs* of any blade you choose. That's a *guarantee!* Buy Personna today, for the smoothest shaves of your life!



PERSONNA

Precision Blades

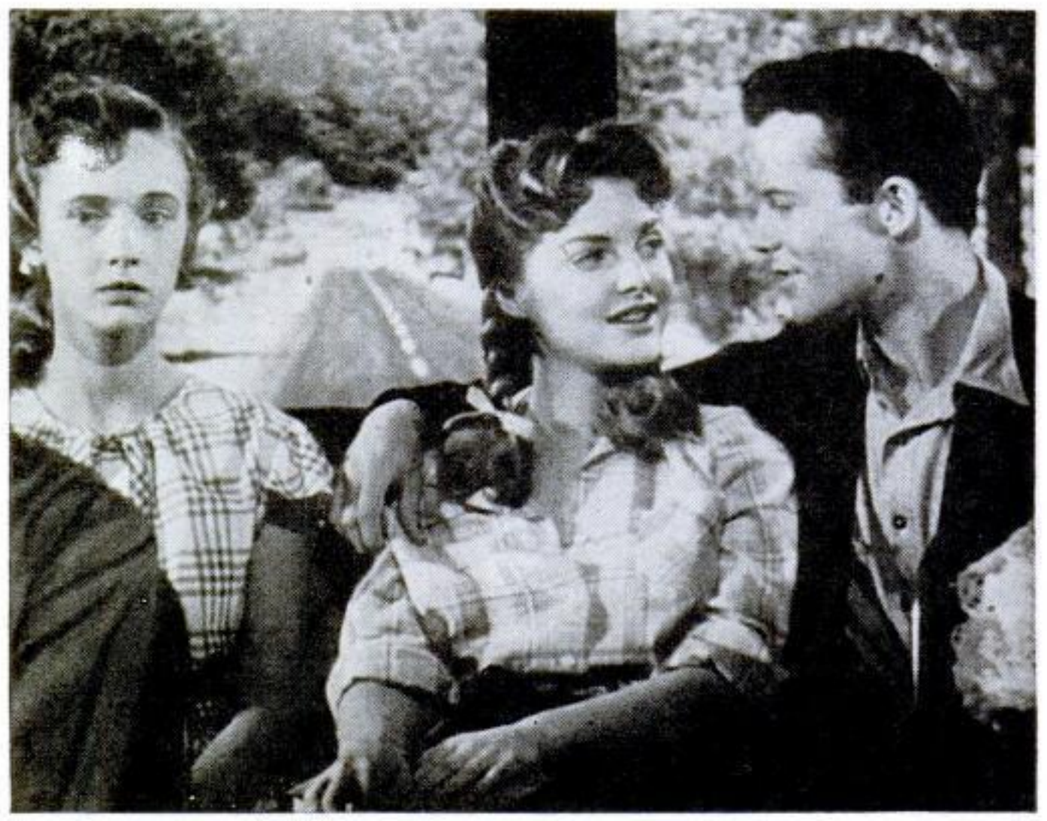
Personna Blades are made in the U.S.A., Canada, Great Britain and South America, and are sold all over the world.

10 for $1

NOW! *single edge and double edge*

FOUR YOUNGSTERS SCORE IN THRILLER

To cast *The Red House*, Director Delmer Daves put four very young actors in big parts and got excellent results. Julie London, 20, plays a predatory bobby-soxer; Lon McCallister, 23, plays an honest farm boy; Allene Roberts, 18, is his shy sweetie; Rory Calhoun, 24, plays a lout-ish caveman. The picture itself tells of murder and a mysterious house in the wilderness. Though the plot is as contrived as they come, 1947 will probably see no film with suspense more chilling. Paced by Edward G. Robinson, the four kids turn a B-picture idea into good movie-going.



IN SCHOOL BUS Meg (Allene Roberts, *left*) looks miffed as Tibby (Julie London) makes eyes at Nath (Lon McCallister), hired man whom Meg loves.



IN THE WOODS Tibby is surprised by Teller (Rory Calhoun), a hunter who prowls in the deep forest around the red house which no one dares approach.



MEG SCREAMS as she realizes that her quiet foster father, Pete Morgan (Edward G. Robinson), has a sinis ter past and a mentality capable of murder.

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Among men whose fine perception guides them unerringly to the niceties of living, one whiskey stands out as of topmost choice. That whiskey is OLD TAYLOR, a glorious bourbon superlatively distilled according to Old Kentucky's best tradition. For moments of reflection and relaxation—for pleasant hours with congenial friends who value fine whiskey, make your choice OLD TAYLOR.

National Distillers Products Corp., New York

SIGNED, SEALED AND DELICIOUS

Topmost Choice



100 PROOF

UNDER SUPERVISION OF U. S. GOVERNMENT
BOTTLED IN BOND

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"COFFEE COUNTRY"—*the distinguished painting by Lewis Daniel, shows coffee growing in rich volcanic soil near century-old ruins.*

Shade works a miracle in fine coffee flavor!



• Thanks to cool, moist shade during a large part of every day, the good earth of the tropics slowly creates coffee flavor that is a marvel of mellow richness. These finer coffee beans add the "shade-grown" flavor that America loves in Chase & Sanborn. "Shade-grown" coffees explain why more people chose Chase & Sanborn in the past year than ever before in its 83-year history!



In cool, dewy shade—under an awning of taller trees—the finest coffee beans in gay red jackets slowly store up the rich "shade-grown" flavor that has brought Chase & Sanborn the biggest success in 83 years.

VACUUM FRESH to enable you to enjoy "shade-grown" flavor at its very best! Get Chase & Sanborn in vacuum jar or vacuum can—in your favorite grind—today!

You get "Shade-grown" Flavor in **Chase & Sanborn Coffee**

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DRIVING BURROS AS HIS ANCESTORS HAVE FOR CENTURIES PAST, A MEXICAN PEASANT PAUSES BEFORE MEXICO CITY'S FUTURISTIC GALINDO FURNITURE PLANT

MEXICO IN 1947

After centuries of doldrums, a U. S. neighbor shows progress

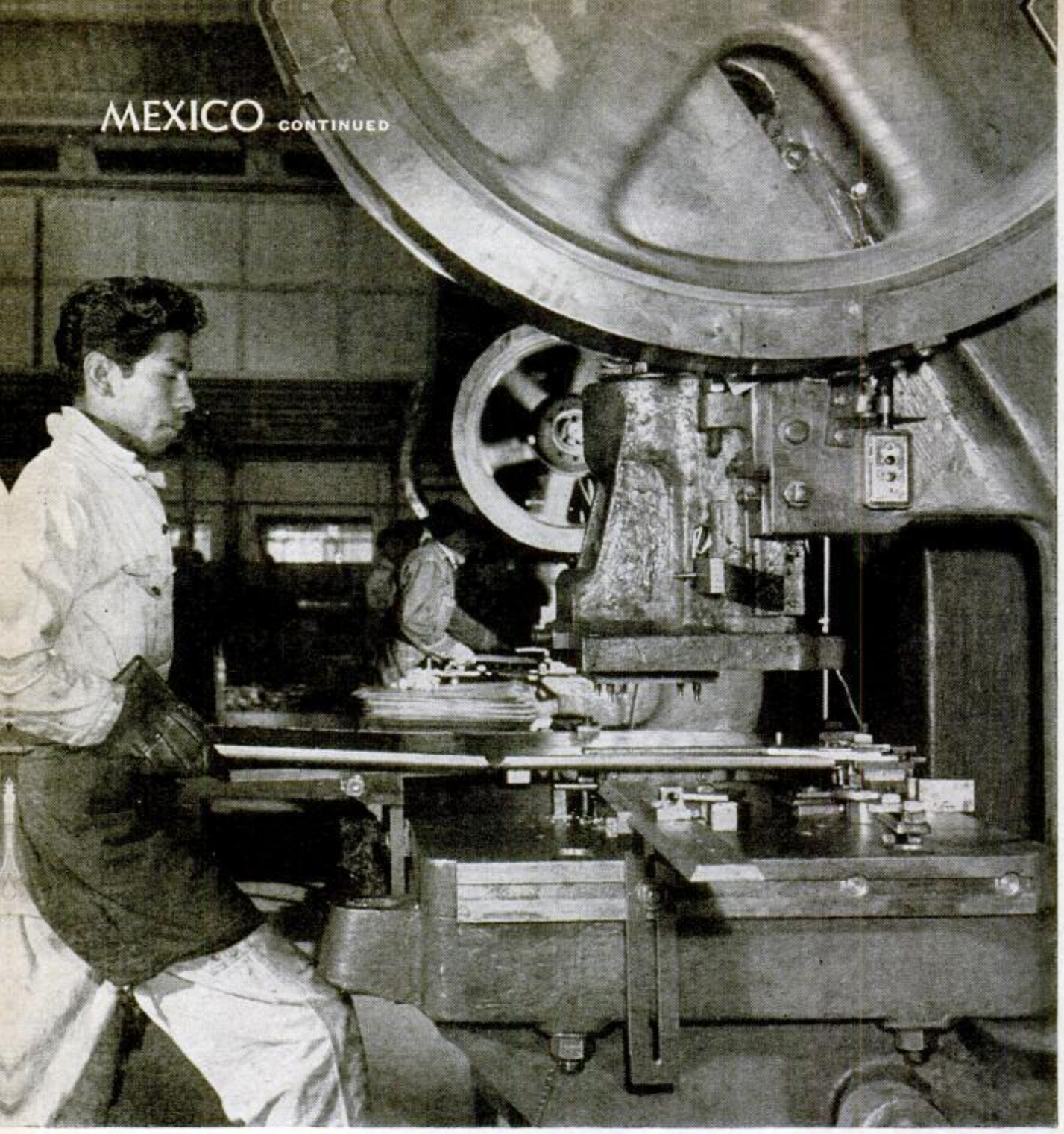
When the king of Spain asked Hernando Cortés what faraway Mexico was like, Cortés mutely picked up a piece of paper and crumpled it. Mexico, he meant, was as blank, barren and full of mountains and valleys as the crumpled paper. For the 363 years from Cortés' death to the Revolution of 1910, Mexico changed little. Only after 1910 did a series of gradually improving governments begin major advances, Then during World War II, Mexico changed enormously.

The world and especially the U.S. needed Mexico's molybdenum, lead and antimony. The U.S. also needed its manpower, and many a Mexican peon was tumbled suddenly out of his purple hills into the splendor of a Pullman to travel north and work on the gringo railroads. War pumped a big transfusion of money into Mexico's body economic, threaded its skies with air routes, stitched electric power lines across its barren mesa, reared dramatically modern buildings for it. Industrial production increased 50% over 1939. But war also fastened a spiraling inflation on an essentially agricultural country. The cost of living shot up 200%. This boom helped speculators but not Juan Diego, Mexico's little man (*above*). Now there are signs of an approaching slump.

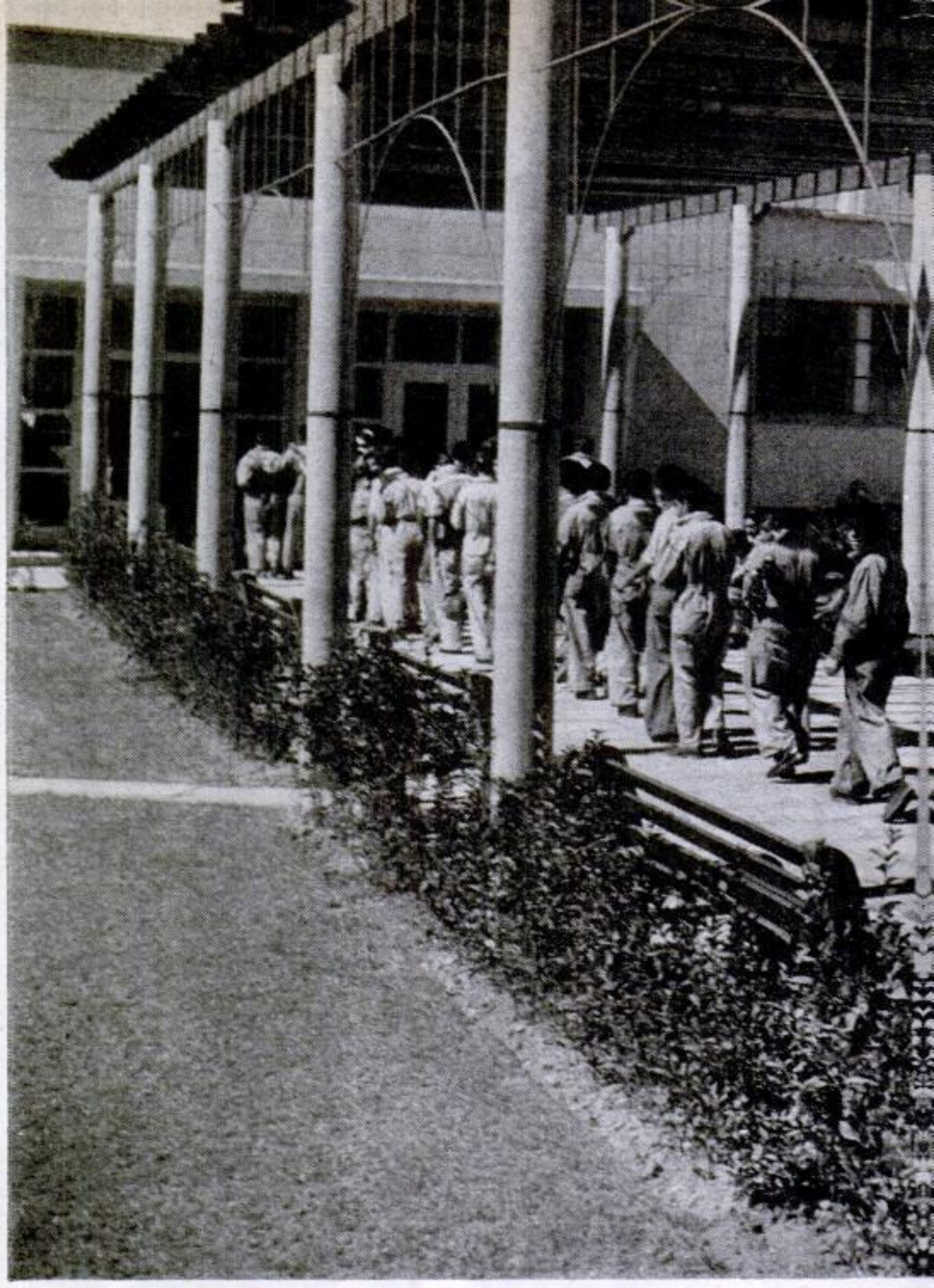
Next month for the first time in history a President of the U.S. will visit Mexico City. It is likely that he and President Alemán will discuss a sizable loan to Mexico. Pondering this, Harry Truman undoubtedly will take a careful look at Mexico and appraise its future prospects. Some of the things he will see appear on the following pages.

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GALINDO PLANT WORKER IN COMPANY-PROVIDED OVERALLS FEEDS STEEL INTO A PRESS



AT THE MODERN GALINDO PLANT WORKERS LINE UP FOR HEALTHFUL

INDUSTRIES

Although most Mexicans live in poverty new plants and methods are appearing

To Mexicans most of the things portrayed on these two pages are portents of a wonderful future but a sadly remote one. The Ruiz Galindo factory, operated by Mexico's enlightened Secretariat of National Economy, provides its workmen with overalls, a swimming pool and gymnasium, free lunches, housing and medical care. American Designer William Spratling's shop (*center, below*) gave the city of Taxco an object lesson in how to capitalize on Mexico's traditional silverwork. While Spratling has brought into being a new local industry, he is also supporting a committee for preserving Taxco's native charm.

But much of Mexico still lives in adobe huts rather than in the rare modern

TAXCO DEALER DISPLAYS PRINT AND FABRIC SCREEN (RIGHT) FROM WHICH IT WAS MADE

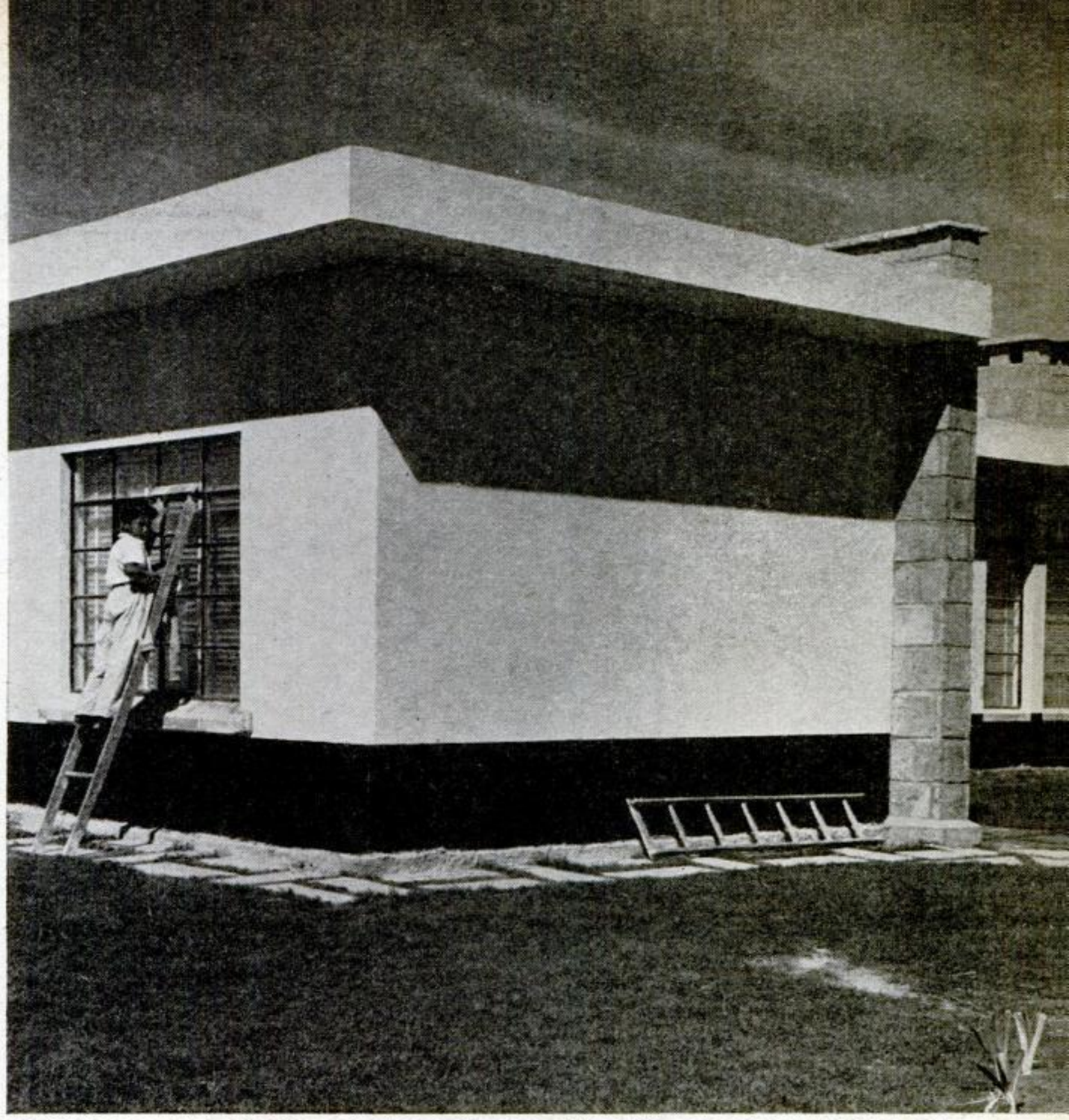


SILVER FROM THE NEARBY HILLS, WORKED INTO AZTEC DESIGNS, HAS





FREE LUNCH REPLACING TRADITIONAL DIET OF FRIJOLES AND TORTILLAS



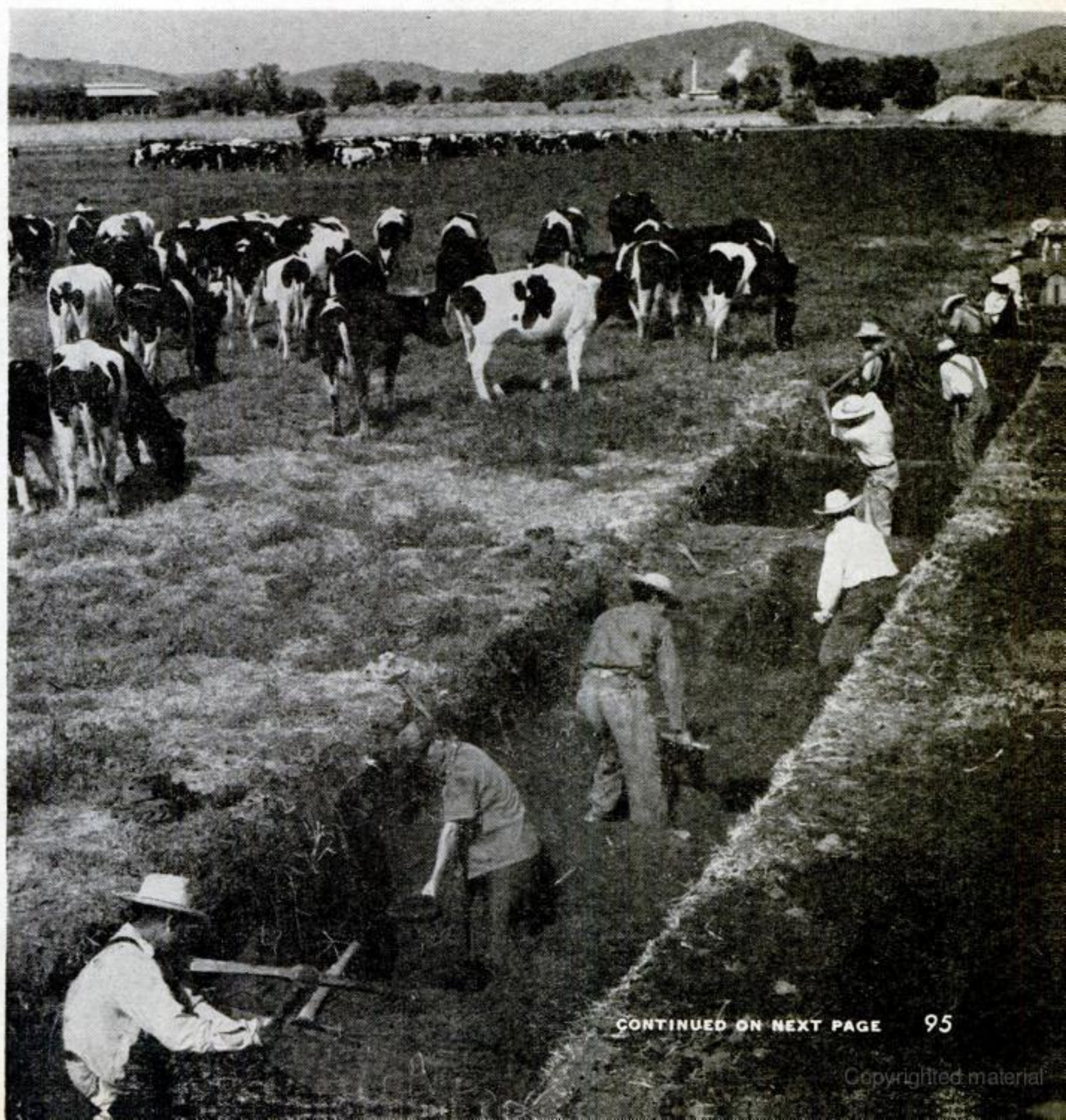
THE WORKERS WILL LIVE IN FREE MODERN HOMES LIKE THIS ONE OUTSIDE MEXICO CITY

apartments (*pp. 98–99*) and many a Mexican farmer does his plowing simply by scratching the surface of the not-so-good earth with a stick. The average Mexican lives on 2,100 calories a day, which is not much more than the near-starving peoples of Europe receive. The food outlook is far from bright. Only some 12% of Mexico's 491,500,000 acres are arable, only 6% are currently under cultivation. Despite a law that requires every literate between the ages of 19 and 60 to teach one illiterate to read, progress in agricultural and other education is slow, and the country consists mostly of isolated hamlets much too small and poor to support even one teacher. Mexico is poor in many resources, and to live today it must import even corn, the staple of the country's diet. Still, in the depths of its ignorance, poverty and official corruption, Mexico has a handful of men who are contemptuous of its backwardness and are ardently desirous of raising their country by its huaracho straps. Without neglecting the old arts of silver and cloth-dying, they are constructing huge dams, planning to boost Mexico's production rate by 500%, increasing the tillable acreage with irrigation projects and importing cows to build-up a dairy industry. They are taking a country which for centuries has only crept and are trying to make it walk. It is not walking yet, but it is getting up off its knees.

BROUGHT PROSPERITY TO TAXCO AND TO SPRATLING'S SHOP (BELOW)

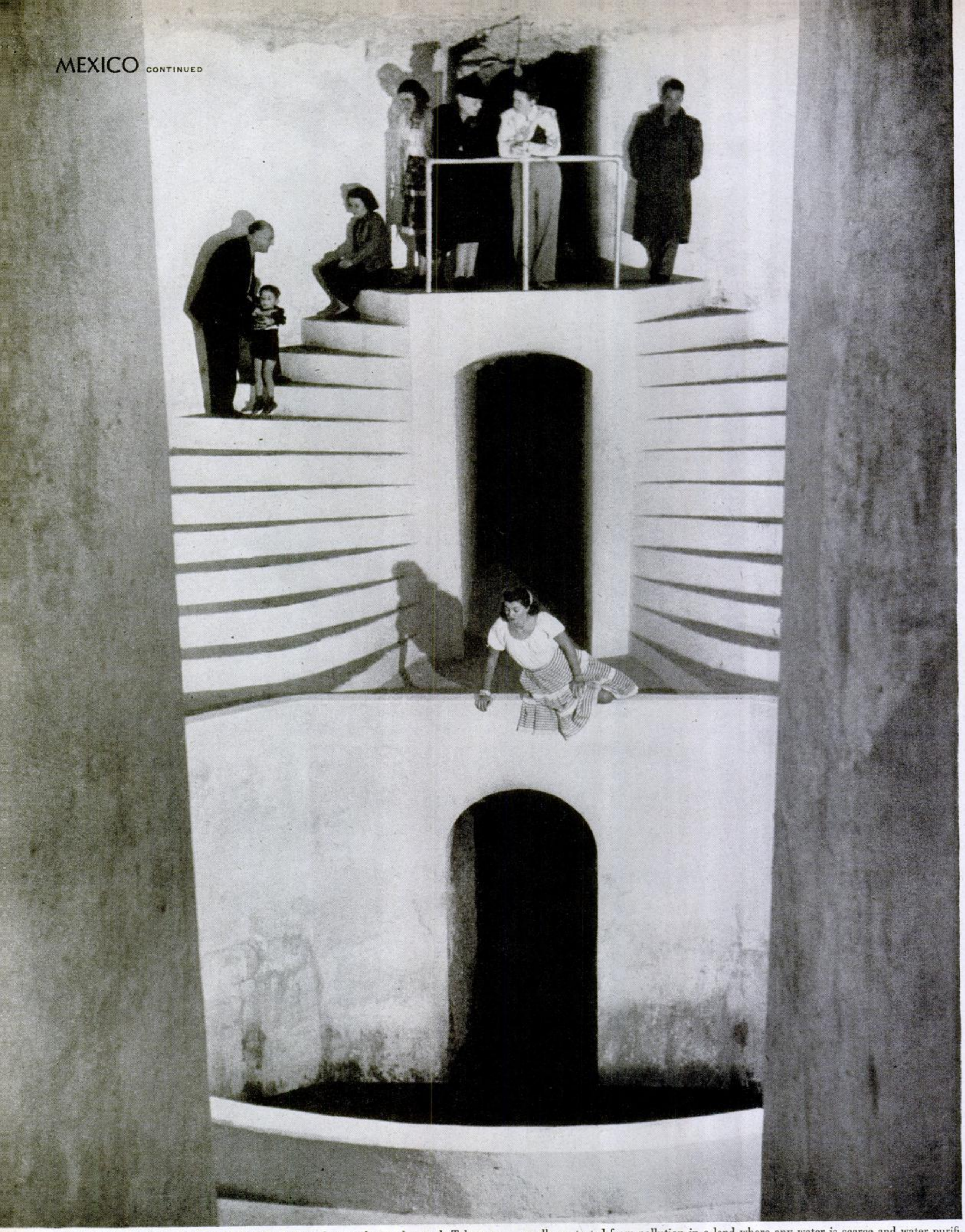


HOLSTEIN COWS GRAZE BESIDE AN IRRIGATION DITCH BEING DUG NEAR MEXICO CITY



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FAMOUS GARCI CRESPO SPRING of charged mineral water has made Tehuacan in southern Mexico a popular resort for tourists, wealthy Mexicans. Its waters are naturally protected from pollution in a land where any water is scarce and water purification is still a little-known science. Bottled Garci Crespo water is sold all over Mexico.

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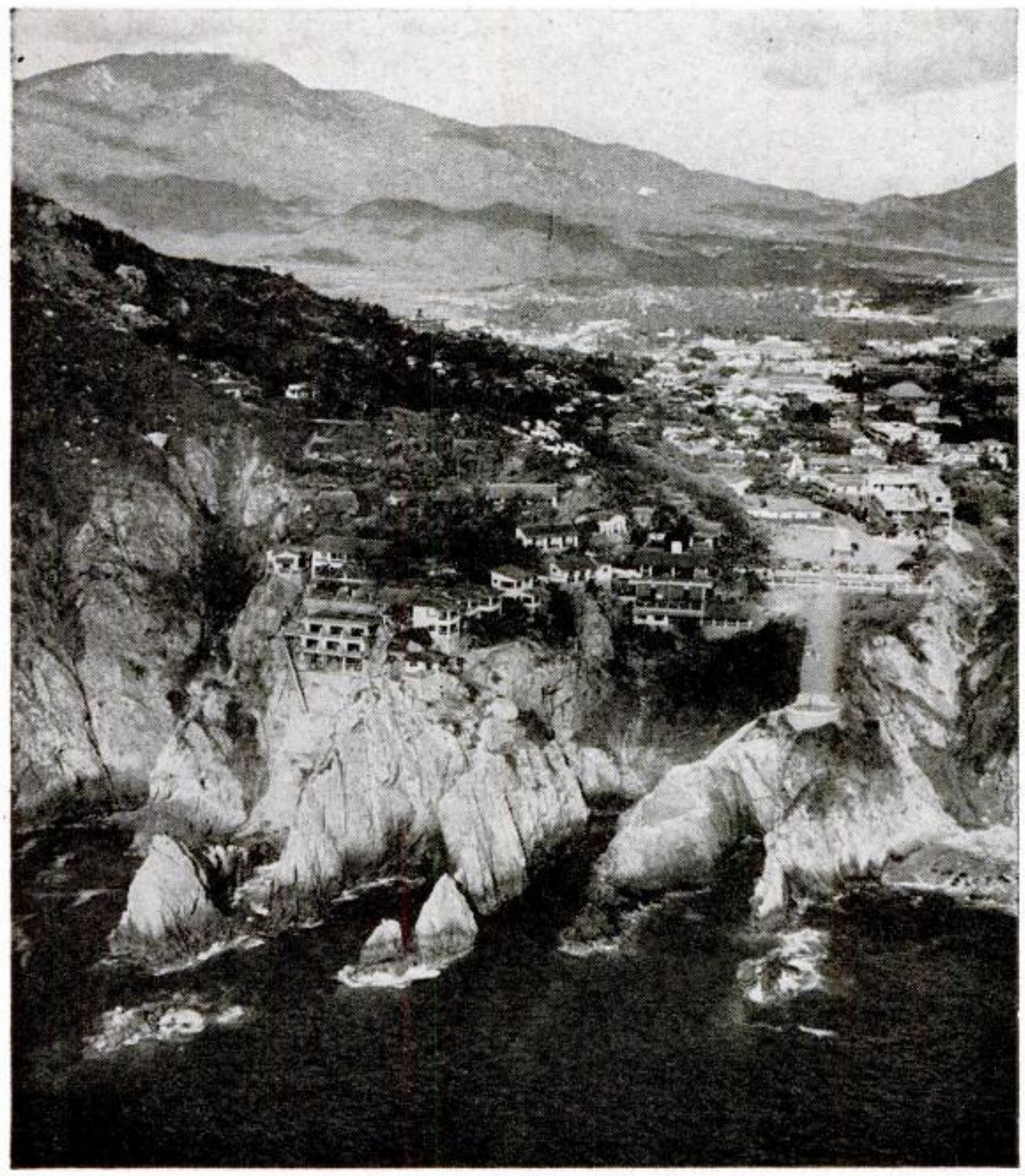


SANBORN'S IN MEXICO CITY IS THE COUNTRY'S FINEST RESTAURANT. THERE TOURISTS UNEXPECTEDLY ENCOUNTER PANCAKES, CERTIFIED MILK, HAM, ICE CREAM

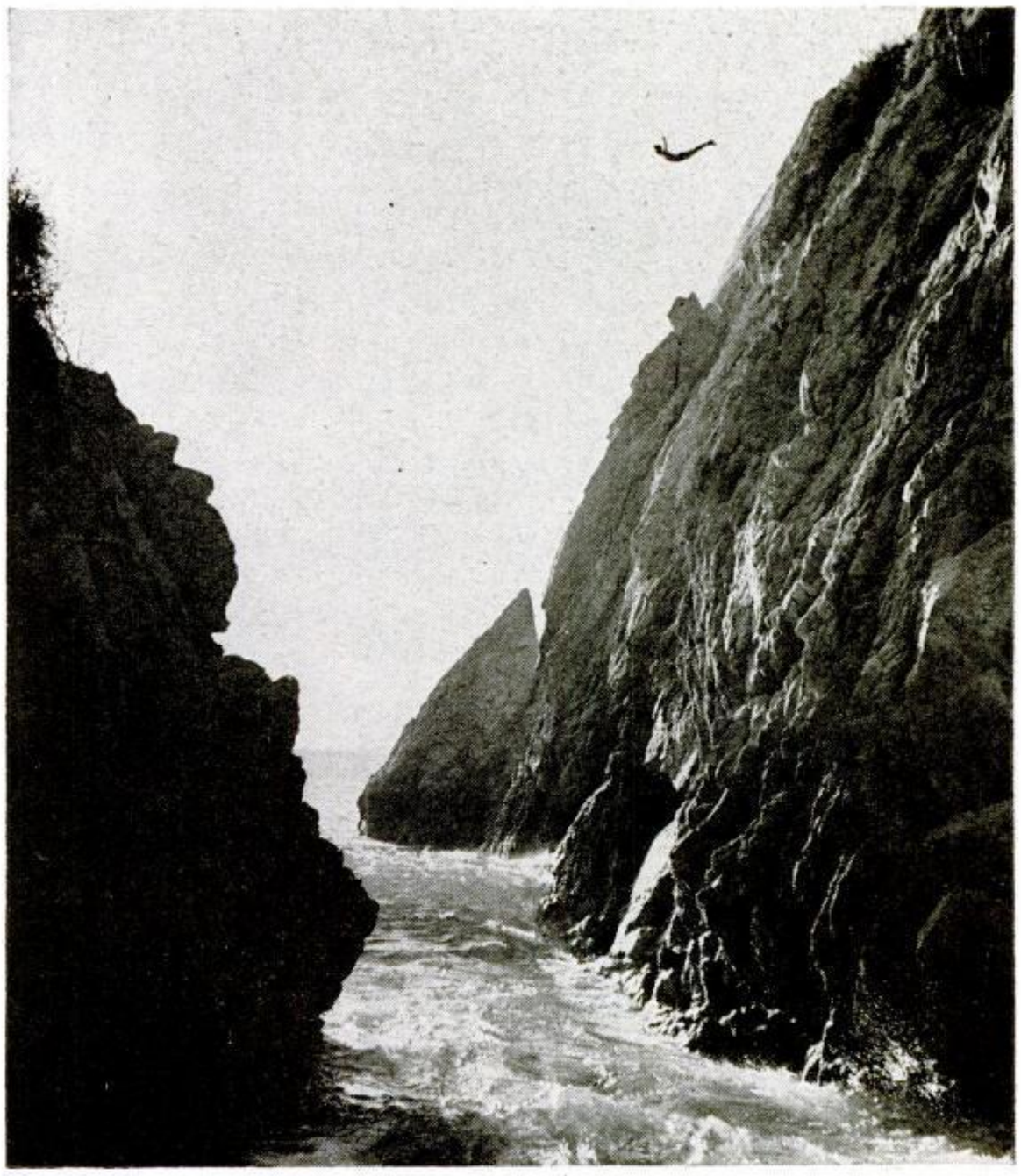
TOURISTS

Resorts make visitors open their eyes and pocketbooks

Despite its gradually accelerating industrialization, the Mexico that the tourist has perennially found so picturesque is still there. Acapulco (*below*) still offers its beachloads of swimmers to the sun and the Garci Crespo hotel still has cold, healthful waters (*opposite page*) for guests who have spent a warm day sight-seeing. During the war U.S. tourists, cut off from Europe and Asia, found that Mexico had much of the "foreign" flavor they missed. It even had great quantities of imported luxuries —French perfumes, Scotch, nylons. Mexico's tourist business, its fourth industry, prospered mightily. Last year 232,000 U.S. citizens visited the country. Recently tourist travel has begun to decline. But Miguel Alemán's government, well aware that tourists brought $87,000,000 worth of business last year to Mexico, is driving hard for the better train service and smoother roads that will attract even more of them.



PICTURE-POSTCARD LOOK of Mexico is well illustrated by Acapulco, with its luxurious hotels, warm sun, crescent-shaped Pacific beaches and long mountain vistas.



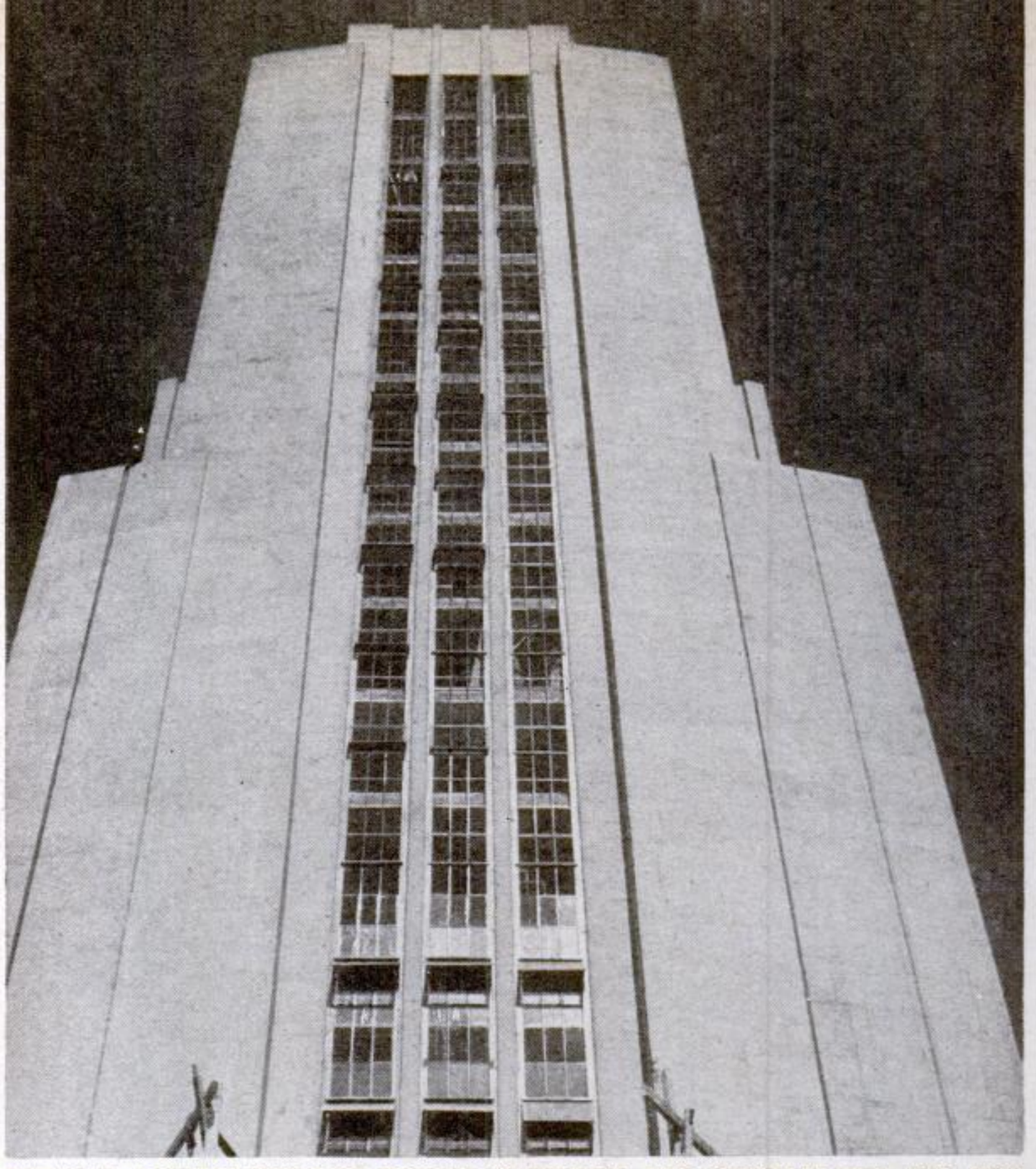
DIVING BOYS, who must time their dives perfectly with the rise and fall of the sea or be dashed to death, drop from 250-foot-high rocks at Acapulco for gringo pennies.

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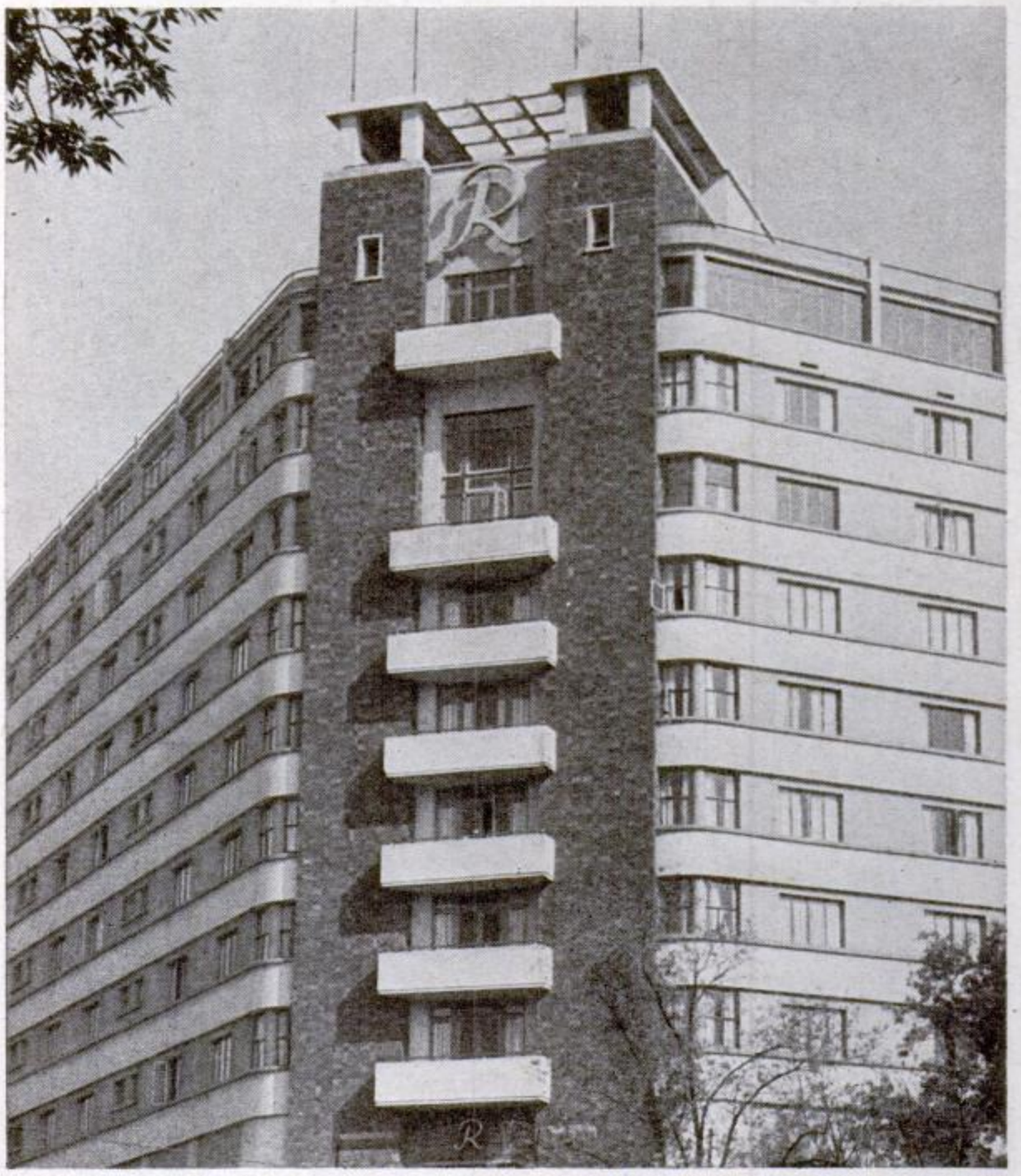
CASA LATINO-AMERICANA IS A SUPERMODERN APARTMENT IN MEXICO CITY



NATIONAL LOTTERY BUILDING TOWERS 16 STORIES, HAS CONCRETE TUB FOR BASE



NEW-STYLE APARTMENT IS SCRAMBLE OF SUNDECKS, MANY-SIZED WINDOWS



REFORMA HOTEL HAS A HOLLOW-SQUARE FORM AND TWO-FLOOR STUDIO SUITES

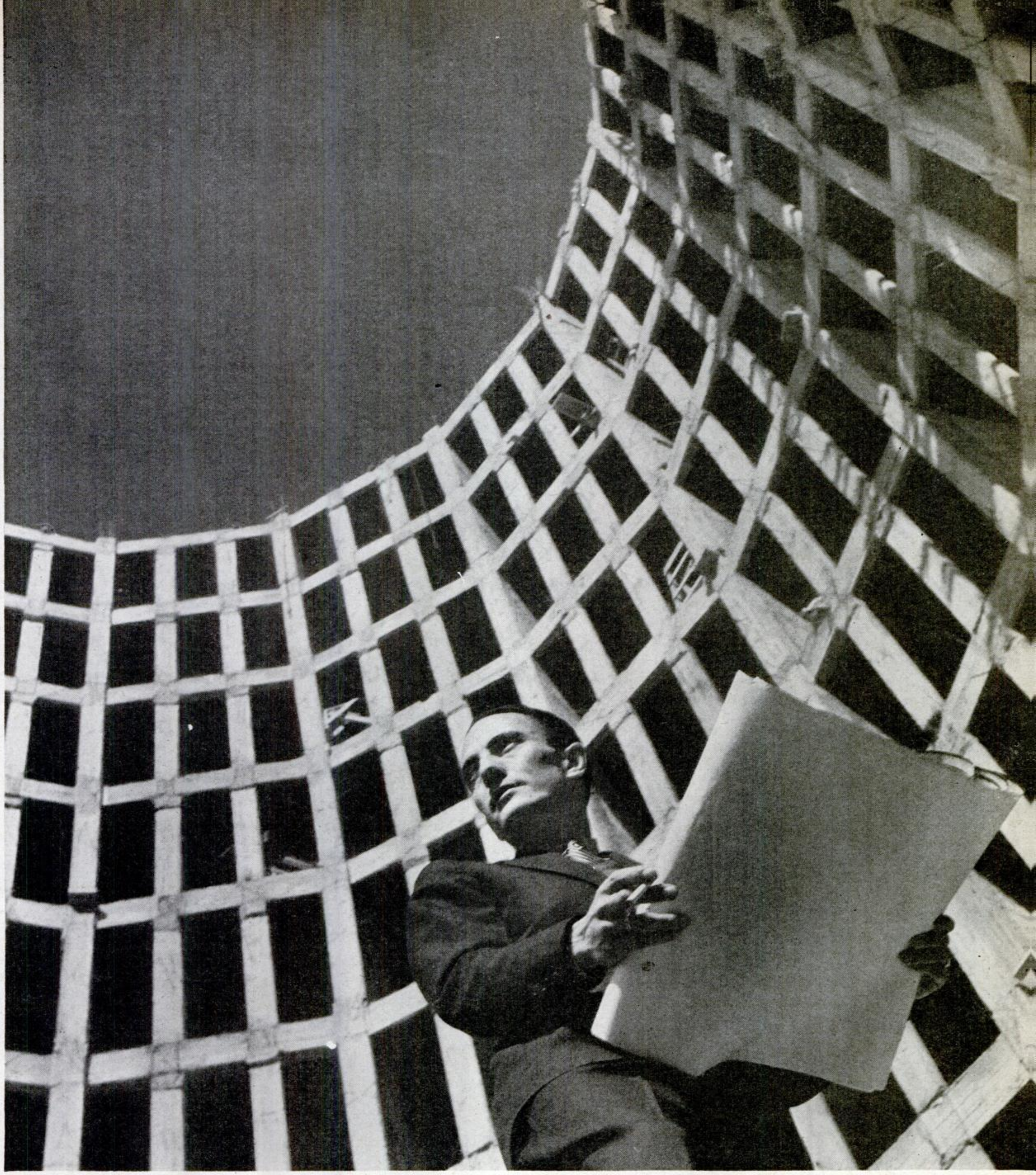
MODERNISM

Bold architecture marks the Mexico City skyline

For 13 centuries Mexico has been a land of builders. Today the country's most striking architecture is found in the modern buildings of Mexico City, aglitter with plate glass and agleam with soft pastel colors. They are dramatic examples of a new style called "international modern," an architecture peculiarly appropriate to the Mexican capital, which during the war attracted the international set and provided haven for such disparate characters as Leon Trotsky and former King Carol of Romania.

The new hotels and apartments, because of a cheap labor supply and rich tourist business, enable the owners to pay off their investments in about five years. The buildings are shining symbols of Mexico's recent boom. But they also occasionally betray the haste that accompanied their making. In some of them the workmen have forgotten to install

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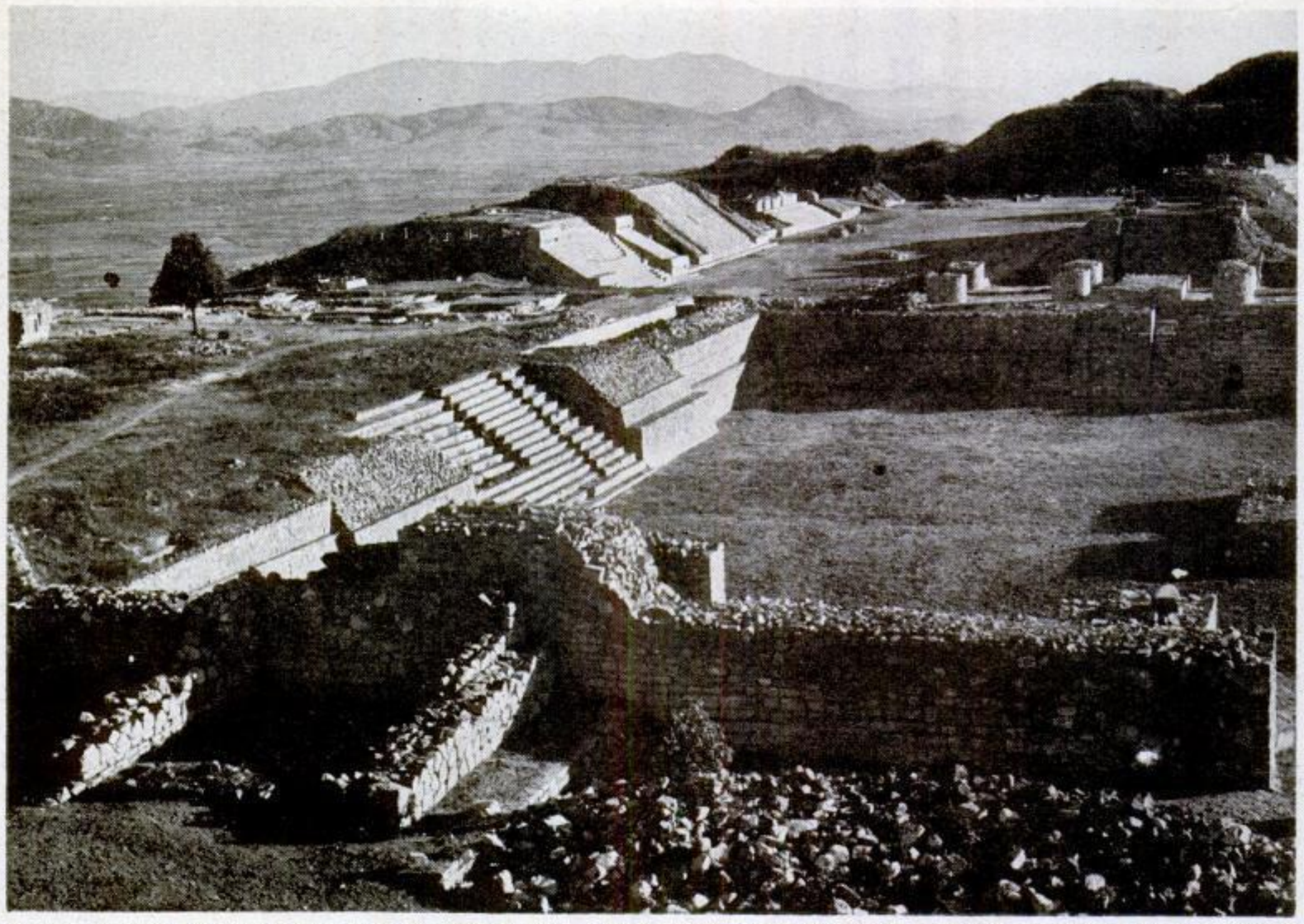
MARIO PANI, TOP MEXICAN ARCHITECT, SUPERVISES BUILDING OF PLAZA HOTEL, WHICH HE DESIGNED IN SEMICIRCULAR FORM SO IT HAS ONLY OUTSIDE ROOMS

a stairway or the door to an elevator shaft. The bar of the new and beautiful Hotel Prado boasts a bandstand that can accommodate 30 musicians, and there are toilets nearby that can take care of 60 ladies and 50 gentlemen. But the bar itself has space for only 40 customers.

In spite of such lapses, Mexico's builders have given their capital city some of the boldest façades in the world. They have done it against extraordinary handicaps. Mexico City is built on a dried-up lake, and some 65 to 200 feet below its surface lie mud and ooze which sometimes suck down piles like quicksand. Great precautions must be taken in sinking caissons and even then a building's position can shift from time to time. The handsome new National Lottery Building (*upper right, opposite page*) rests on a tublike concrete caisson equipped with huge counterbalances to pull the structure erect if it starts to list to one side. Other buildings are actually floated in the mud. Despite these problems and despite a shortage of building materials and a labor supply made up largely of clumsy, barefoot Indians, building has gone forward feverishly in Mexico City. Land prices have sky-rocketed and plans are even proceeding for a Mexican version of Radio City with underground driveways. A veteran of the 1920 Florida boom would feel perfectly at home.

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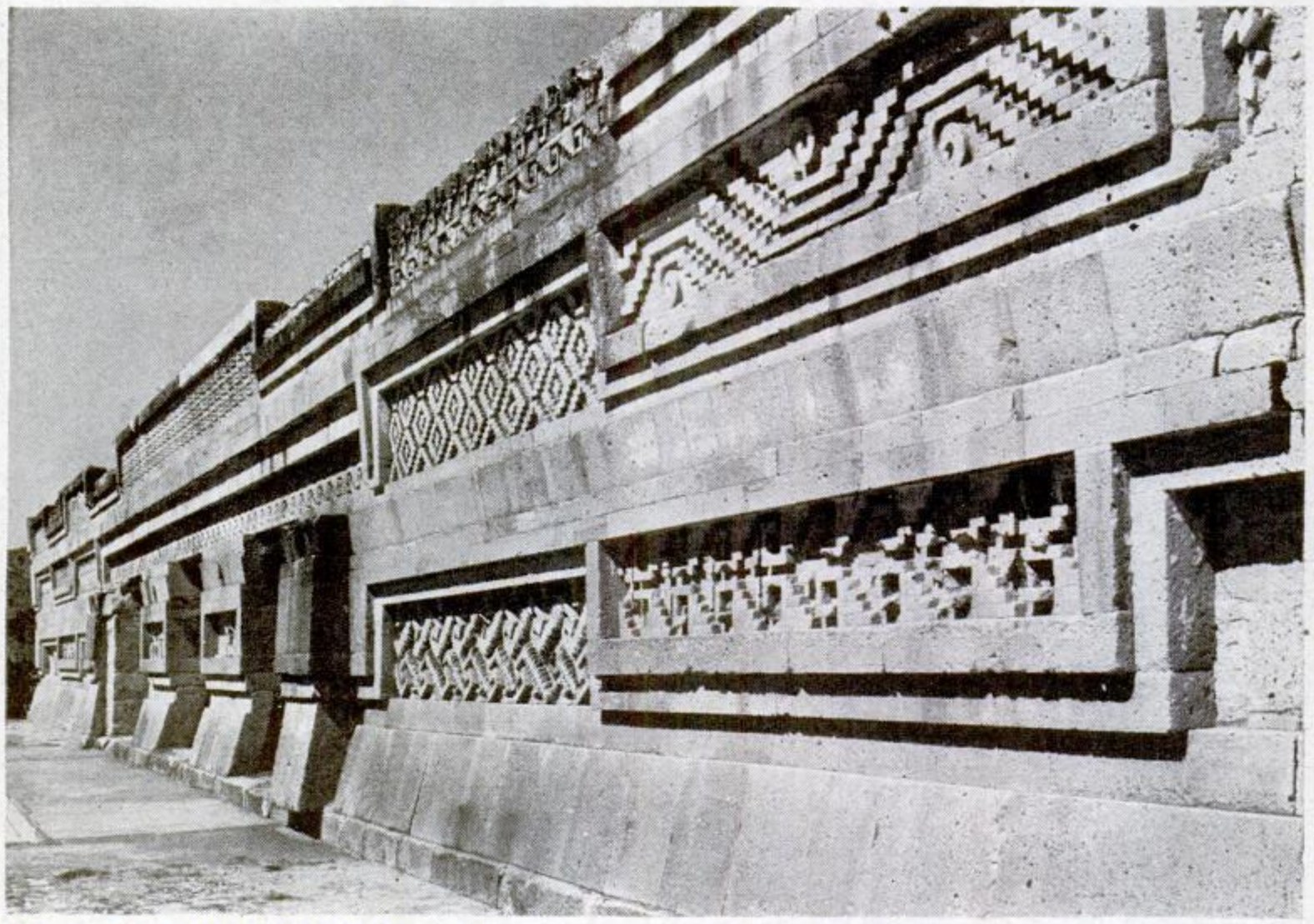


EXCAVATIONS AT 1,000-YEAR-OLD MONTE ALBAN HAVE TURNED UP ANCIENT ALTARS, CEMETERIES AND GOLD

ANTIQUITY

Relics of old civilizations mark the countryside

Present-day Mexico's new hotels and factories shoot up out of a land covered with relics of the oldest civilizations in the Western Hemisphere. At Tula, where idols literally strew the ground (*right*), most houses are built of stones taken from temples that were old when Columbus sighted San Salvador. Excavations around Monte Alban have yielded not only large temples (*above*) and a raja's treasure in pearls, amber and fine goldwork, but a court where an ancient species of ball was played. Even modern Mexican civilization is far older than its northern neighbor's. The people worship in cathedrals that have been standing since the mid-16th Century. The University of Mexico was founded 85 years before Harvard College. Mexico had printing before the *Mayflower*'s passengers were even born. While it looks hopefully to the future, Mexico can also take rightful pride in a past rich in cultural achievements.



TEMPLE OF QUETZALCOATL, which was built by the Toltecs has a huge quadrilateral wall enclosing 191,360 square yards. The wall's barbaric designs in stucco six inches thick were at one time painted in bright colors.



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ANCIENT TOLTEC IDOLS STARE BLINDLY AT MEXICO OF TODAY

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CLOSE-UP

ROBERT R. YOUNG

The "gadfly of the rails," who is trying to control the New York Central, crusades for the passengers and yells bloody murder about "dambankers"

by JOHN CHAMBERLAIN

YOU may have seen pictures of the dream trains of the future—shiny arrows of light alloy steel that will go hurtling across the landscape at 100 miles an hour or better. According to the prospectuses, they will come equipped with children's nurseries complete with Mickey Mouse decorations and diaper service, and even the common or proletarian coaches will have chaise-longue reclining seats, individual bull's-eye reading lamps and soft radios that will croon to you and you alone as you keep your ear glued to the back of your chair. The vestibule doors of the dream trains will open at the approach of the traveler. There will be bar cars and nightclub cars for the thirsty, and every evening after dinner there will be movies in the dining car. The days of curtained sleeping space and Iron Maiden upper berths will have disappeared forever before the onslaught of roomette and "buddgette" and lightweight family coach, and sightseers will view mountains and the backyard dumps of cities from glass-enclosed vista domes rising out of the train roofs.

To the extent that our straitened and monopoly-throttled builders of de luxe trains can turn them out, the dream trains will undoubtedly come true; even before the war the future was apparent in the Sante Fe's Chief, the New York Central's Midwestern Mercury and the streamlined wonders of the Burlington. But even the preview publicity, to say nothing of the trains themselves, might have lagged into 1951 if it had not been for that self-constituted goad and gadfly of the railroads, Robert R. Young of the Chesapeake & Ohio railway system.

The white-haired Mr. Young, who takes only $7,500 per year as chairman of the board of the C & O where his predecessor got $60,000, is all out for every possible railroad improvement, and he may have a few wild impossibles or dismal flopperoos on his capacious list as well. From legible timetables (the suggestion of former Governor Ellis Arnall of Georgia) to electronically cooked foods for day-coach tray service, from new air springs and gas-turbine locomotives to train-to-shore telephones, the 135-pound bundle of banty-rooster nervous energy that is Bob Young has been busy pushing them all.

He is also busily engaged at the moment in trying to push his way into New York Central; the C & O has some 5% of Central common stock and Young is girding himself for a proxy fight to wrest control of Central away from the Vanderbilts and the Morgan interests. While it will undoubtedly take some maneuvering (plus Interstate Commerce Commission blessing) to get the Central, the 50-year-old Mr. Young is a tough baby in a proxy war. "That man Young," said an old-line railroad man the other day, "operates on a shoestring. But, boy, he sure can make a shoestring look like a cable."

The art of spinning shoestrings into cables rests in part upon an evangelistic approach; at one time Young even had the pastors along his C & O line preaching sermons about the superiority of Young's railroad ideas. But Young's showmanship often diverts attention from more solid attributes. As a matter of fact his main appeal to security holders is a cold-blooded ability to produce dividends. When he took hold of the Pere Marquette and the Nickel Plate roads back in 1937 their bonds were selling well below the bonds of the New York Central. Today an opposite situation prevails. As for shoestrings, Young argues that he and his partners and his friends have more of an investment in Central. than any of the "banking" interests who control the board.

Using the Central in the east, the Missouri Pacific in the granger-state belt and trackage rights in the Far West, Young hopes eventually to create a streamlined coast-to-coast system of travel under one management. But the battle for Central has more than railroad significance. In its essence it may denote a vast glacial shift in the U.S. capitalist economy from Wall Street to the Midwest. The traditional control of the Central has resided with the east in general and with Morgan interests in particular. But if Young gets control all that may be changed. For Young's investment bankers and friends—Harry Stuart of Chicago, Cyrus Eaton of Cleveland—are hard-scrabble Midwesterners who won't be satisfied until they have beaten the proprietors of the Wall Street investment market to a pulp. They are mavericks in their profession; to the striped-pants oldtimers they seem diabolical in their willingness to shade the price for their services in floating railroad bonds.

As part of his war on Wall Street, Young will announce the formation on Feb. 24 of his Federation for Railway Progress, with Ed Stettinius as chairman of his advisory group. The new federation will invite stockholders, railway labor unions, equipment manufacturers and passengers to join its ranks in a battle to crack the lordly Association of American Railroads, which Young insists is a "broken-down lobby" for Morgan and Kuhn, Loeb "monopoly" interests and a "menace to honest politics" in virtually every state in the union.

A Texan, Young says "dambanker" or "goddambanker" the way other Texans say "damyankee." His vituperations about the "Morgan crowd" and Wall Street are piquant in the light of his own stock-market past. For Young was a broker when he strayed almost inadvertently into railroading. He was an adventurer among "broken-down securities" when he got control in 1937 of the Alleghany Corp., a derelict holding company which had both sound railroad properties and some very unsound Cleveland real estate, for a mere $254,295 of his own money. With the help of Allan P. Kirby, heir to a Woolworth five-and-ten fortune who put up $3,000,000, Young bought Alleghany from George Ball, the fruit-jar manufacturer of Muncie, Ind., who had previously got it from the two Van Sweringen brothers of Cleveland. Since J. P. Morgan had backed the Van Sweringens in their attempt to put together a railroad empire, Young soon discovered that he was expected to call on Thomas W. Lamont at the Morgan bank to explain his plans. The Lamont attitude seemed to be unduly proprietary toward the railroads, and Young went away from the Morgan bank at 23 Wall St. feeling that he had been spanked. With no vested interest to uphold and with a conviction of righteousness that was just as strong as Lamont's, Young proceeded immediately to turn the ancient railroad financing habit on its head. He had



THE HOG AD, written by R. R. Young himself, won its author a plug in *Advertising Age* as the advertising man of 1946. It is widely credited by experts with having forced the establishment of through transcontinental service at Chicago.

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YOUNG RELAXES in the library of his Fairholme estate at Newport, R.I. where he likes to live handsomely among the rich whom he curses roundly for reactionary business philosophy. Fairholme was built for John R. Drexel in the '90s for $190,000; Young got it for $38,000 in 1942. It is only a short step along the Newport cliffs to The Breakers, owned by one of the Vanderbilts, whose New York Central Railroad Young hopes to capture. The photographs on the mantelpiece are of Young's daughter, Eleanor Jane.

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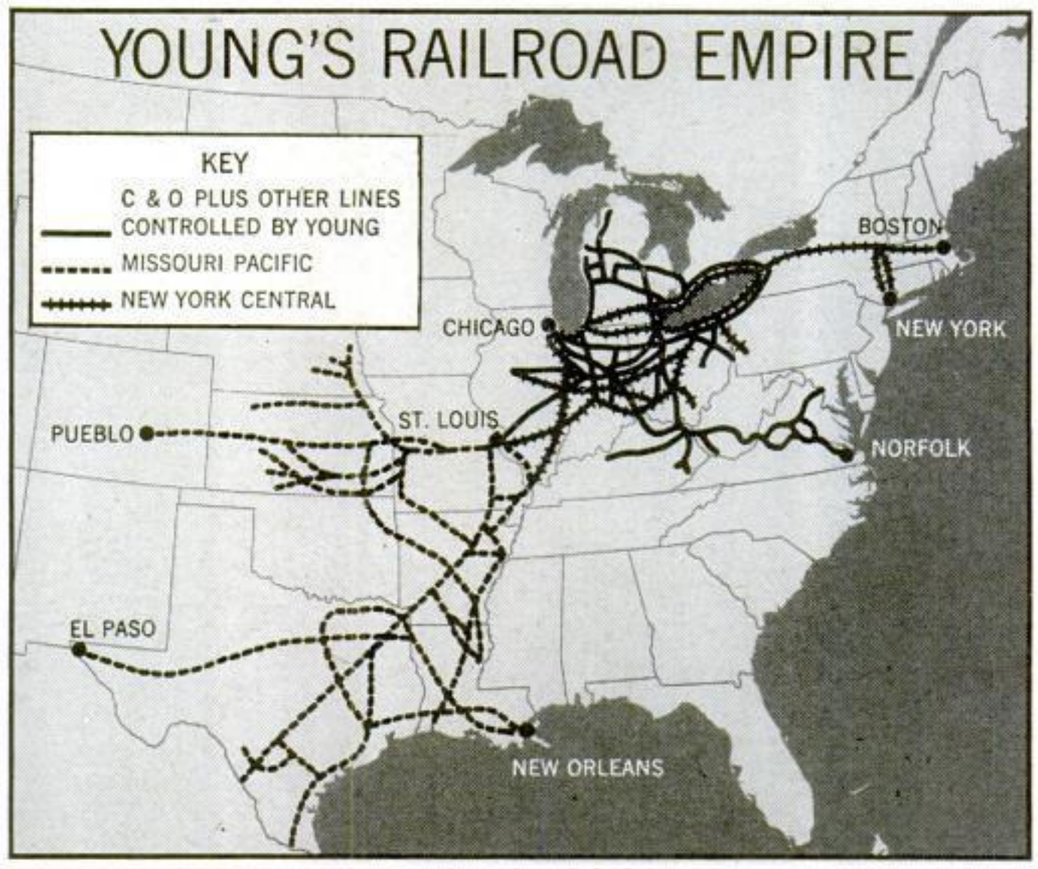
for mellow moments

HAMM'S BEER is brewed to be *lingered* over in life's mellow moments. It has a rare smoothness . . . a truly wonderful mellowness. You will prefer HAMM'S for *your* mellow moments. It has been the favorite of millions for 81 years. And now HAMM'S is available to millions more.

THEO. HAMM BREWING CO., ST. PAUL 1, MINN.

Hamm's

Smooth and Mellow Beer



YOUNG'S AMBITION, to round out his C & O kingdom, is to gain control of the New York Central, Missouri Pacific and trackage rights to the West Coast.

ROBERT R. YOUNG CONTINUED

plenty of scope for humpty-dumpty tactics, for in 1937 Alleghany controlled seven railroads possessing $2 billion in railroad assets. Receiverships have long since sheared three of the old Alleghany roads away, but he still has a fair-sized kingdom in the four roads he has left, and he hopes some day to get the Missouri Pacific back.

The centerpiece of the Alleghany system of railroads is the rich Chesapeake & Ohio, which makes most of its money carrying bituminous coal from the West Virginia mountains to Newport News on the Atlantic and to Toledo on Lake Erie. The other Alleghany roads—the Nickel Plate, the Pere Marquette, the Wheeling and Lake Erie—are also great carriers of freight. Even when the Alleghany Corp. was losing money on its shaky real estate it made a profit on its railroads. With such a sure-fire thing as the C & O coal revenue coming into the till every month, most men would have been content to leave well enough alone. But Young, with characteristic insight into popular moods, decided that railroads are judged by the public not according to their freight-carrying potential but on the quality of their passenger service. To head off a slump that might mean a demand for nationalization—and, incidentally, to save his Alleghany stockholders—Young considers it his mission to bring all the relief he can to those impressionable members of the traveling public who are tired of trying to wriggle into girdles or trousers in upper berths. On his first trip as board chairman over the Chesapeake & Ohio, Young decided that not even the famous Chessie cat could sleep on mountain grades in the standard equipment available for passengers. Unable to kill the cat in the face of protests from his advertising department, Young insists that someday he will make an honest kitten of Chessie.

Young's innovations

EVER since 1937 Young has been hammering away at old-line railroad men and at the bankers he sees lurking behind them. His famous hog ad—"A Hog Can Cross the Country Without Changing Trains—But YOU Can't!"—was the prime mover in forcing the railroads to establish through transcontinental service at Chicago and St. Louis. Another Young ad campaign wiped out a black market in Pullman space. When Young's Pere Marquette put two new maize-and-blue streamliners on its Detroit–Grand Rapids run last August, the traffic visibly jumped; people forsook automobiles and took to riding the Pere Marquette just for the fun of it. Tipping was abolished on the new Pere Marquettes. Patrons were permitted to phone in advance for day-coach space and pay for their tickets on the train, which effectively put an end to ticket-window annoyances. Young is now permitting passengers to travel on credit cards, and on Jan. 7 of this year he began to show moving pictures in the dining cars of C & O trains. Many of the Young innovations have an airline atmosphere. And though Young professes to believe that the automobile will remain the great continuing threat to rail travel, when he talks about what railroads *might* do to speed their runs it is air competition that gives edge to his words.

Young does not care what he says about the top-dog railway sys-

CONTINUED ON PAGE 107

For Dependable Performance

BOWERS

★ BATTERIES

★ SPARK PLUGS

★ RADIOS

BOWERS

A Name to Remember

BOWERS BATTERY & SPARK PLUG CO.

READING • PENNSYLVANIA

They're *keen* and they're *sharp* and there's none finer made

Marlin BLADES



DOUBLE OR SINGLE EDGE 12 for 25¢

America's Big Shaving Buy

Proves Wonderful For Skin Rashes!



Also Aids Healing

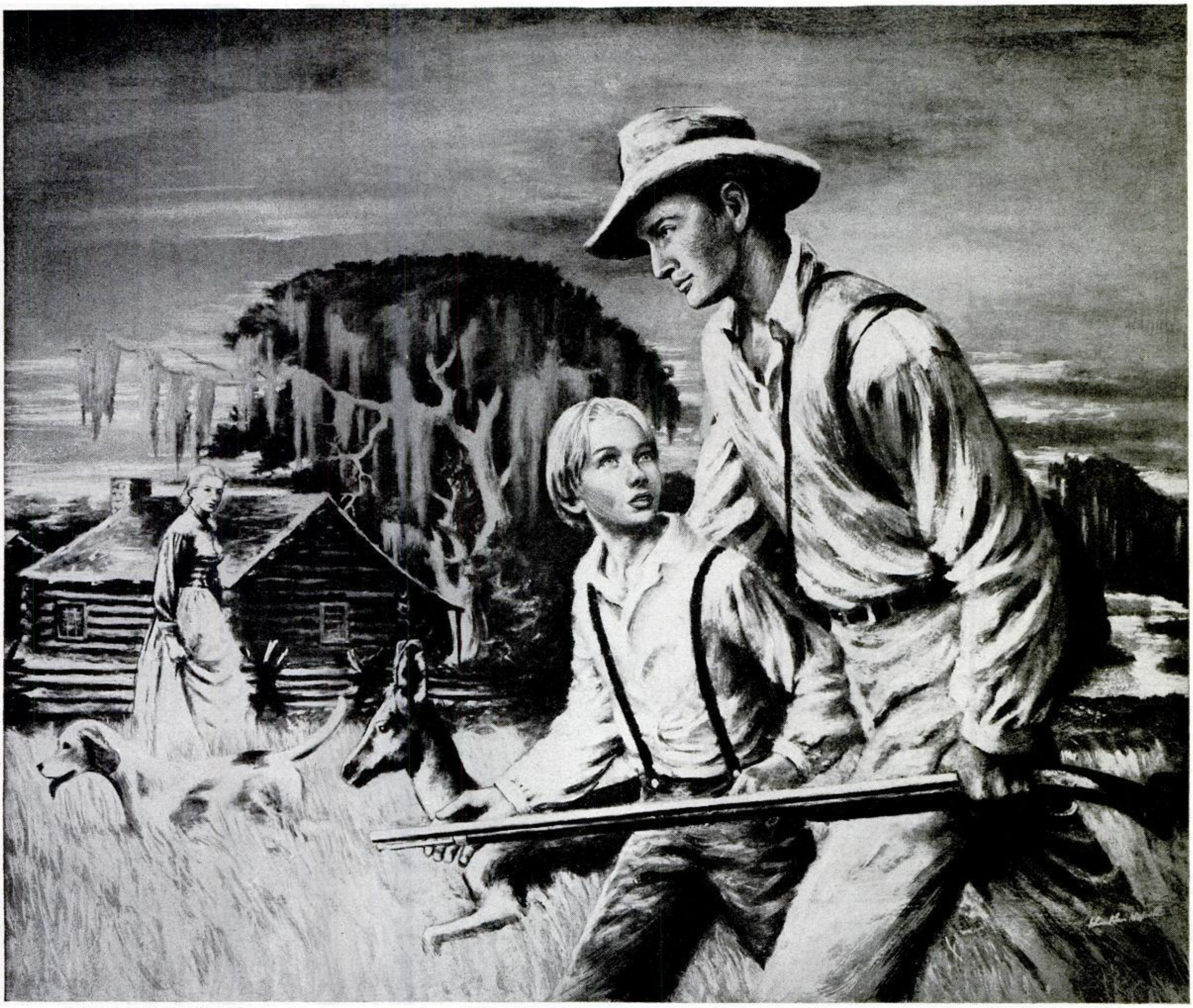
Here's a Doctor's antiseptic formula — Zemo — a stainless *liquid* which is *invisible* on skin — yet so soothing and highly medicated that first applications promptly relieve itching, burning of Eczema and similar skin and scalp irritations due to external cause. Zemo ALSO aids healing.

Apply clean, stainless *invisible* Zemo at any time. It won't show on skin. In 3 sizes. For severe cases ask for super *Extra Strength* Zemo.

ZEMO

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ADVERTISEMENT



GREGORY PECK, JANE WYMAN AND CLAUDE JARMAN, JR. IN A SCENE FROM "THE YEARLING", FROM A PAINTING BY FAMED ARTIST JOHN ALAN MAXWELL.

This is the Movie of the Year

"The Yearling"

As a Book of the Month and a Pulitzer Prize novel, Marjorie Kinnan Rawlings' "The Yearling" is loved by an audience in the millions. Now M-G-M has made it into a movie and has added the richness and realism of Technicolor. They've assembled a cast of real distinction, poured a lot of money and time into the production. And the result is superb entertainment.

"The Yearling" is a great story. It's about the Baxters, a rugged pioneer family who eke out a meagre living and a generous share of happiness in the wilderness of northern Florida. It's about Penny Baxter (Gregory Peck), hard-working backwoodsman who's determined that his boy, Jody, will have his chance for fun. It's about Ma Baxter (Jane Wyman), the young pioneer wife who works and fights side by side with her man. And, of course, it's about young Jody (Claude Jarman, Jr.) and his adventures with a yearling fawn.

"The Yearling" is one of those pictures with many wonderful scenes to remember: Jody's breathless race to save his father's life; the feud with the Forresters that flared into a free-for-all; the fight with Slewfoot, the marauding bear; and others that are thrilling, tender, or moving.

It's pretty plain that Gregory Peck and Jane Wyman really understand and live the characters they portray. And the new boy, Claude Jarman, Jr., has such a swell time as Jody that he doesn't give a "performance" at all. A lad from the South, itself, with a lot of that Southern charm, he just seems right for the role.

There are some names to remember in the supporting cast, too: Clem Bevans, Margaret Wycherly, Forrest Tucker. Clarence Brown, the director-producer, and Sidney Franklin, the producer, have left their mark of craftsmanship on every memorable scene. Paul Osborn did the brilliant screen play.

There's no question that M-G-M has done more than right by a famous story. "The Yearling" may well be The Movie of the Year.

(Released by **METRO-GOLDWYN-MAYER**)

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"The Yearling" Continued

AMERICA'S MOST FAMOUS ARTISTS AND AUTHORS ACCLAIM M-G-M'S NEW MASTERPIECE!

MacKINLAY KANTOR: "I think that 'THE YEARLING' is the best thing Gregory Peck has ever done, and I believe that the audiences of this nation will share my opinion."

OCTAVUS ROY COHEN: "The outstanding feature of 'THE YEARLING' is (to my way of thinking) the superlative performance of Jane Wyman as Ma Baxter. She plays an exacting and difficult role with superb restraint and dynamic power."

URSULA PARROTT: "Claude Jarman, Jr., as 'Jody' gives a performance as fresh, as vivid, as shining as one of the tropical sunrises photographed above his yellow head."

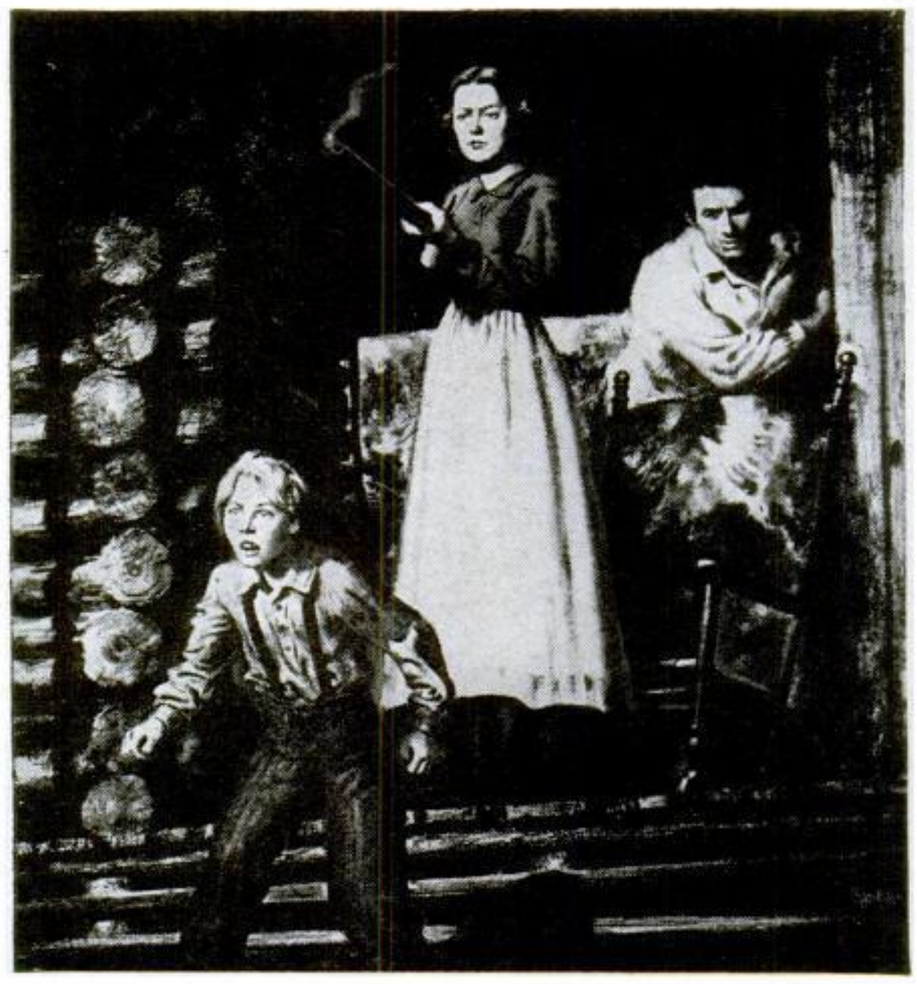
NORMAN REILLY RAINE: "One of the few truly great epics of the screen. 'THE YEARLING' is among the most enchanting, exciting and emotionally rewarding pictures ever made."

NEWLIN B. WILDES: "If you have a heart, you will love 'THE YEARLING'. You will love it and be better for having seen it. It is a great and wonderful experience."

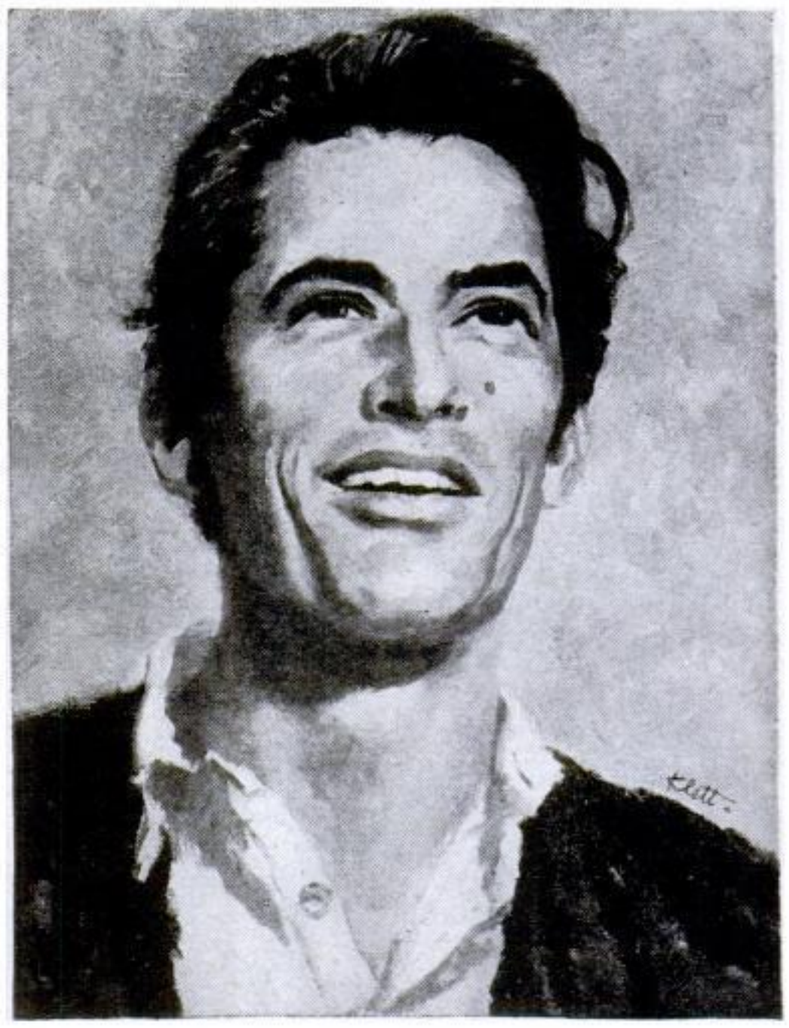
SARAH-ELIZABETH RODGER: "A superb production job has been done on Marjorie Kinnan Rawlings' magical story of a boy and his fawn. It is a great and momentous motion picture."



JODY AND "FLAG" in a scene from "THE YEARLING," as painted by Clark M. Agnew, distinguished as an advertising art consultant and as illustrator of stories in leading fiction magazines.



A MEMORABLE SCENE, one of the most dramatic moments in "THE YEARLING," is captured by Walter Early, noted illustrator who achieved prominence first in Chicago and then in New York.



GREGORY PECK as PENNY BAXTER is portrayed by Walter Klett, famous for his color work and known as an illustrator to readers of a dozen national magazines.



THE FIGHT BETWEEN "SLEWFOOT" AND THE DOGS as seen by Paul Bransom, foremost animal painter, creator of the famous "Lassie" and "Gallant Bess" drawings.

M-G-M
presents

"The Yearling"

starring

GREGORY PECK • JANE WYMAN

A CLARENCE BROWN PRODUCTION

CLAUDE JARMAN, JR. as "JODY"

CLEM BEVANS • MARGARET WYCHERLY
FORREST TUCKER

PHOTOGRAPHED IN TECHNICOLOR

Screen Play by PAUL OSBORN
Based on the Pulitzer Prize Novel by
MARJORIE KINNAN RAWLINGS
Directed by CLARENCE BROWN
Produced by

SIDNEY FRANKLIN

A METRO-GOLDWYN-MAYER PICTURE



PECK, painted by Robert Fawcett, product of London's famous Slade School, one of the best-known of American illustrators.



THE BOY AND THE DEER by Harold Von Schmidt. Art teacher and lecturer, he was an artist-correspondent in the Pacific during the war. Widely respected for his free technique, of which this is a noteworthy example.



"JODY" by Stevan Dohanos, one of America's truly great artists. His fine canvases hang in many museums and private collections.

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tems such as the Pennsylvania, and he began publicly castigating the New York Central for what he considers poor management long before the C&O had 5% of the stock. Naturally his criticisms do not endear him to the policy-making officers of the Pennsylvania and the Central. But as Young himself says, he thrives on enemies, and he has sought battle impartially with the manufacturers of boxcars, the proponents of heavy-weight equipment, the regulatory moguls of the Interstate Commerce Commission, the directors of the Pullman Company, the Association of American Railroads and the Cabinet officers of Mr. Truman. His opinion of politicians is summed up in his remark about the G.O.P.: "The Republicans have been less principled than the Democrats, because the Democrats have been at least consistently unprincipled." While he puts primary blame on the "dambankers" for what he deems to be universally poor railroad service, he is almost as contemptuous of operating and traffic men. The operating railroaders in turn look upon Young with a mixture of malevolence and amusement. They profess to disdain this "hot-air artist," but when Bob Young began claiming a score of "firsts" for his railroads, old-line railroaders like the Pennsylvania's Mr. Clement soon broke down and consented to be interviewed about *their* notions of the future.

The youthful savage

BECAUSE of his "R.R." initials, Young was prophetically called "Railroad" when he was a skinny youth on the west Texas plains. But the more familiar nickname was "Punk," a shortened version of the "Pumpkin Head" that derived from his wide, badly sunburned forehead, his red face and his yellow hair. As Young remembers his days in the Panhandle, where he was born in the town of Canadian on Feb. 14, 1897, he was a raw savage who loved to kill anything that could run, fly or swim. His father, David John Young, was a country banker who had been a cowpuncher. His mother, Mary Arabella Moody Young, had grown up among buffalo hunters and Indian fighters.

To this day Young loves open spaces and hates cities; his Newport and Palm Beach homes face the Atlantic, and he seldom goes out for a walk without taking his binoculars with him. Aside from his work his amusements are few: a swim before breakfast, a round of golf, an evening with a biography or a social tête-à-tête with the Duke and Duchess of Windsor, who are currently visiting him at Palm Beach. When he has nothing else to do he works on an autobiography which he started to write as a sort of votive offering to his daughter Eleanor Jane, who was killed in 1941 in a private-plane crash. At least 30 pictures of the vivacious, brown-eyed Eleanor Jane decorate his hallway and drawing room in Palm Beach, and it is only recently that Young has shaken off the effect of her death.

Young's weekends at Newport last for four days, and he tries to spend three months of the winter in Florida. His preference for spending his time by the sea is directly related to his work; as he says, when he goes to New York or Cleveland he finds himself "doing the other fellow's job." A believer in "extrasensory perception," Young can become almost mystical about getting off by himself and "feeling a truth." But solitude, if not mysticism, pays, for by taking long weekends and a long winter "vacation," Young has discovered that he can think "a jump ahead" of those businessmen who befog themselves with gregariousness. Most of his financial coups have been planned while looking at the sea; his decision that the Alleghany Corp. shares had great "leverage" possibilities was made when he was ostensibly living in retirement in Florida.

In his solitude Young takes equal joy in playing with words and

CONTINUED ON NEXT PAGE



CARTOON from another of Young's ads makes his often reiterated point that railroad equipment needs a vast amount of redesigning and replacement.

4 Reasons Why

Fleischmann's makes America's Most Delicious Martini!



1 Fleischmann's "Dry" Dryness!
Not just dry—FLEISCHMANN'S GIN is "dry" dry . . . without the slightest trace of "sweetness." In fact, tests show it's 100% dry—a connoisseur's choice, yet priced for you to enjoy!

2 Fleischmann's Taste!
It's light! It's delicate! A taste found only in FLEISCHMANN'S. It's made with the aid of costly imported botanicals—distilled by a process of *continuous distillation.*

3 Fleischmann's Smoothness!
It's so soft! So velvety! So *very, very* smooth! The reason? It's 76 years of "know how"—for *no other* gin was made in America before FLEISCHMANN'S!

4 Fleischmann's Mixability!
It's priceless—for making perfect drinks! The secret is simply that FLEISCHMANN'S provides the ideal "base" for Martinis, Tom Collins, *for all gin drinks!* It's "balanced" at 90 proof—just right!

DISTILLED FROM AMERICAN GRAIN. 90 PROOF.

You find all 4 only in

FLEISCHMANN'S . . .

America's First Gin

THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.

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Yes . . . he's used to the best!



He pays $500 for his pedigreed dog . . .

. . . yet only 5¢ for the best sparkling water!

EVERVESS Yes, Yes!

Makes drinks taste better—costs less!



BONDED FOR QUALITY

YES . . . it's bonded for quality by a famous surety company.

YES . . . it gives you a dime-size bottle for a nickel!

Product of Pepsi-Cola Company



Write for name of nearest store.

RELIANCE MANUFACTURING COMPANY

212 W. Monroe Street, Chicago



MOVIES in the dining car is one of the most recent Young innovations on the C & O. Tables are folded back to the walls to make room for 60 spectators.

ROBERT R. YOUNG CONTINUED

figures; he writes his own articles and ads, and his poems, though they often falter in meter and rhyme, have both imagistic quality and epigrammatic flourish. Usually Young prefers to write about such things as tropical pelicans, but he has also made poetry of his boardroom experiences of the early '30s. One, about the stock ticker, reads:

The squat dwarf, inky lipped,
Has coiled you in his grip . . .

The double focus of Young's interests first became apparent at Culver Military Academy, where he took honors in both mathematics and English and was graduated as valedictorian. He did not do so well at the University of Virginia. There, as he smilingly acknowledges, most of his writing and figuring took the form of making out checks for poker and crapshooting losses, and at the end of his freshman year he quit school. At the age of 19 he married Anita O'Keeffe, a sister of Georgia O'Keeffe, the famous modernist painter. Not wishing to settle with his bride back in Texas, where a disapproving father and a new stepmother bemoaned the prodigal son's bad freshman record, Young got himself a job cutting powder at the Carneys Point, N. J. mill of du Pont Co. for 28¢ an hour. After six months as a powder monkey he got into clerical work, then into the treasurer's office across the Delaware at the du Pont Co.'s Wilmington headquarters.

When Young's grandfather's estate came to be settled, he found himself in possession of several thousand dollars. Moving to New York, he lost $5,000 in a food-dehydrating venture which proved to be ahead of its time. The remainder of his inheritance he put into the market, promising a short-sale delivery of Mexican Petroleum at $98. Mexican Petroleum promptly rose to $200, and Young quit the market flat broke.

Young decides to know

AFTER this humiliating experience Young decided that never again would he do business without *knowing*. By 1922 he had a $100-a-week job as a General Motors statistician. He spent the '20s rising in the GM organization to the post of assistant treasurer at a salary-and-bonus stipend of $35,000 a year. His "play" consisted of acting as nursemaid to his daughter in Riverside Park, where he stared at the Hudson and planned his own personal market deals. But each weekend he fed his market intuitions by a long study of Babson, Moody and other investment literature. At one time during these years he could give capitalization and earnings figures from memory of every important stock listed on the Big Board. Quitting the formal employ of GM in 1928, he became John J. Raskob's financial specialist, but Raskob, the congenital optimist, could not go along with Young's predictions of disaster in 1929. So, playing his own "extrasensory perceptions" and solid statistical analyses for himself, Young sold short throughout the 1929 debacle and thereafter.

In no year since 1920 had Young failed to make a personal investment profit, but after 1929 his killings reached into the hundreds of thousands. He went to Florida in the first days of the New Deal, thinking to "retire" on the riches he had wrested from the depression he had foreseen. Unknown to the general public, he could have sunk out of sight, devoting his life to his daughter, to his poetry and to his wife's hobby of arranging flowers. Instead he

CONTINUED ON PAGE 111

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Marguerite Chapman

in "MR. DISTRICT ATTORNEY"

A Columbia Picture



Hollywood's New fashion in Lip Make-Up

A NEW rainbow of lipstick reds... to harmonize with every coloring... to blend with every costume...to match every mood.

- ✶ The color stays on until you take it off
- ✶ New original formula does not dry the lips
- ✶ New kind of lip make-up... oh! so s-m-o-o-t-h

These new exclusive reds are based on an exclusive formula discovered and developed by *Max Factor Hollywood.* Note the chart. See for yourself the shades recommended for your type...then try this new *Max Factor Hollywood* Lipstick today. See and feel the thrilling difference.

COBURN



U. S. Patents No. 2157667 2211465

In a modern-design metal case...$1.00

THREE SHADES FOR YOUR TYPE

correct for your coloring...correct for your costume



CLEAR RED — BLUE RED — ROSE RED

	CLEAR RED	BLUE RED	ROSE RED
BLONDES	CLEAR RED No. 1	BLUE RED No. 1	ROSE RED No. 1
BRUNETTES	CLEAR RED No. 3	BLUE RED No. 3	ROSE RED No. 3
BROWNETTES	CLEAR RED No. 2	BLUE RED No. 2	ROSE RED No. 2
REDHEADS	CLEAR RED No. 1	BLUE RED No. 1	ROSE RED No. 1



Color Harmony Make-Up...

"PAN-CAKE" • POWDER • ROUGE • LIPSTICK

Max Factor • Hollywood

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"Another date? Gosh, Sis—what that Singer Sewing Center did for you!"

No doubt about it—a girl's clothes have plenty to do with her happiness. And *you* can learn to make your own lovely things—so inexpensively—with the help of your Singer Sewing Center.

Friendly Singer experts teach you how to plan, cut out, fit. How to remodel dated dresses into gay, new styles. We do finish-up tasks for you, too—cover buttons and belts, picot, hemstitch. And we've smooth accessories and smart trims, at prices that won't embarrass your purse.

We'll be looking for you at your Singer Sewing Center!



• **Sparkle up your simplest frock** with our enchanting accessories. Let a fresh costume flower, a bright scarf, or a frilly jabot make a glamour change between daytime and date-time.



• **Delight a dainty lady** with one of these charming Singer gifts. Sachets delicately scented as spring blossoms, satin-covered hangers, and boxes keep frocks, hose, and hankies leading a charmed life.



• **Singer forms save tedious try-ons.** And it takes us only 30 minutes to mold it to your figure! This "stand-in" is a wonderful help, too, for anyone who sews for a daughter away at school.



• **Electric Irons of true Singer quality!** Folding travel iron has easy thermostat control. Balanced Singer iron for home use is last word in Singer service and durability.



• **Easiest notion-shopping in town!** Wealth of notions well displayed so you choose what you need without effort. Threads, zippers, shoulder pads, buttons, and novelty trims—for mighty little money.



• **This lovely incidental table** holds all your sewing needs. Period lines. Mahogany or walnut finish. Ample drawer space and sliding spool tray. One of many handsome models fitted and unfitted.



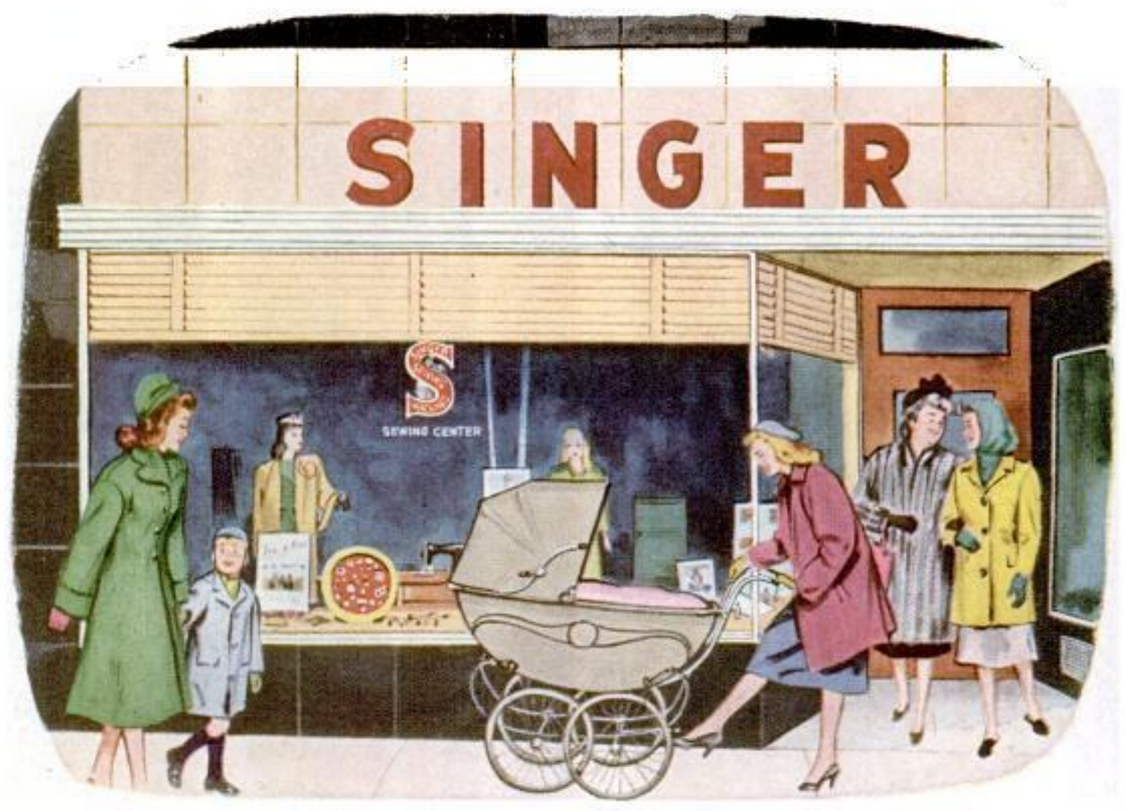
• **This bantam-weight** (11-pound) Singer Portable is efficient out of all proportion to its size. Sews perfect lockstitch, backwards or forwards. Carrying case holds attachments and accessories.

FOR YOUR PROTECTION!

Singer sells its machines only through Singer Sewing Centers identified by the Red "S" on the window, and never through department stores or other outlets.

Check address of your local Singer Shop in phone book. Singer Sewing Machine Company.

Here's the Singer Sewing Center at 911 Central Avenue, Fort Dodge, Iowa. Hundreds more from coast to coast. There's one near you!

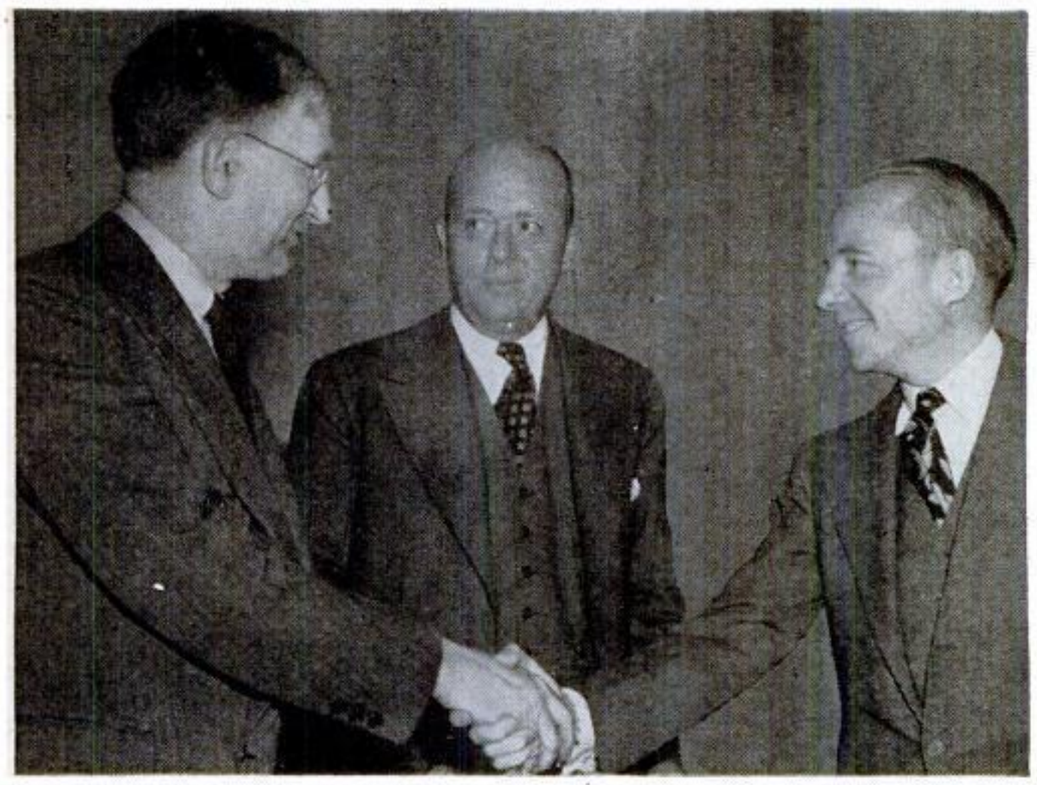


SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

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EX-SENATOR WHEELER (*left*), former chairman of Senate Interstate Commerce Committee, thought Young was a stock jobber until he heard Young's plans for his railroads. Before Young began his testimony at a Senate hearing, Wheeler shook his hand. Allan Kirby, Young's backer (*center*), approves.

ROBERT R. YOUNG CONTINUED

was on the threshhold of notoriety, fame, squabbles and a final grand opportunity to save the railroads.

Since Young had done enough work to last a lifetime during the bear-market days of 1931, it was against his wife's better judgment that he started eyeing Alleghany with a view to buying control of seven railroads for a shoestring. Normally Young defers to his wife, but in this instance he went against her at the very moment when everybody from Morgan partner to office boy was predicting bankruptcy for the fantastic holding-company contraption. Within a few years he had paid off Alleghany's $78,000,000 bonded debt at par. After innumerable skirmishes and proxy battles with the "dambankers"—*i.e.*, representatives of J. P. Morgan and the Guaranty Trust Co. on the Alleghany and C & O boards—he and Kirby finally achieved uncontested control of a network of rails that reached from Newport News on the Virginia coast to Petoskey in northern Michigan and from Buffalo, N.Y. to St. Louis, Mo.

The story of Young's running five-year battle with the "dambankers" for permanent control of the Chesapeake & Ohio is a long one, but a single thread runs through it. For behind all the fights was Young's insistence that C & O bonds should be marketed by whatever underwriter was ready to come forward with the most advantageous competitive bid. This insistence horrified the dignified bond flotation houses of Morgan Stanley (the Morgan investment offshoot) and Kuhn, Loeb, who had shared much important railroad financing on their own terms for a generation. Knowing in 1938 that Senator Burton K. Wheeler's powerful Committee on Interstate Commerce had its eye on holding-company domination of railroads, Young decided that Alleghany must have no part in the perpetuation of the noncompetitive bidding which was then standard practice. Accordingly, he overrode the Morgan Stanley influence on his own board and offered a 1938, C & O $30,000,000 bond issue to the highest bidder. A Midwestern syndicate headed by Halsey, Stuart & Co. of Chicago and Cyrus Eaton's Otis & Co. of Cleveland paid the C & O $1,350,000 more for the bonds than the best offer by Morgan Stanley and Kuhn, Loeb—and thus a cycle in U.S. railroad financing came virtually to an end.

Young's methods win

A FEW years later the Interstate Commerce Commission joined the small stockholders of the C&O in blessing the Young methods: no longer is it legal for a railroad to award its financing gravy to anybody without first getting competitive bids. Young insists that his fight for competitive bidding betokens no hatred of debt as such, but he says with a hard gleam in his blue eyes that he sure does hate to see debt sell at a discount.

The competitive bidding fight, which took most of Young's energy during his first years as a railroad man, may turn out to be his greatest contribution to railroading. In the midst of the competitive bidding squabbles, however, Young developed a gloomy impatience: he wanted to get on with some of his operating ideas, and here the "dambankers" were continually hampering him.

CONTINUED ON NEXT PAGE

MORE FUN FOR FISHING ENTHUSIASTS



As millions of successful fishermen know, the better your tackle, the better enjoyment you get from your favorite sport. This is why with *precision manufacture* BRISTOL takes such infinite pains in the making of its new, postwar fishing rods, reels and lines. Handsome hexagonal and round telescopic rods! One piece seamless tubular and one piece solid steel rods! Light, strong, superbly balanced rods for all fishing purposes . . . with reels and lines that set new-day standards of perfection. See these new BRISTOL achievements at your favorite dealer's.



Testing The Durability of BRISTOL Fishing Rods

BRISTOL originated the steel fishing rod, knows through long practice how to work steel through *precision manufacture* into fishing rods of foremost worth. Shown here is one of the precise tests BRISTOL rods undergo while in the making. This is a test to assure uniform hardness of the steel. Each rod section must be of exactly the right pre-determined hardness to give it maximum durability under severest usage.



BRISTOL'S Exclusive, "All-Purpose" Hexagonal, Telescopic Fishing Rod

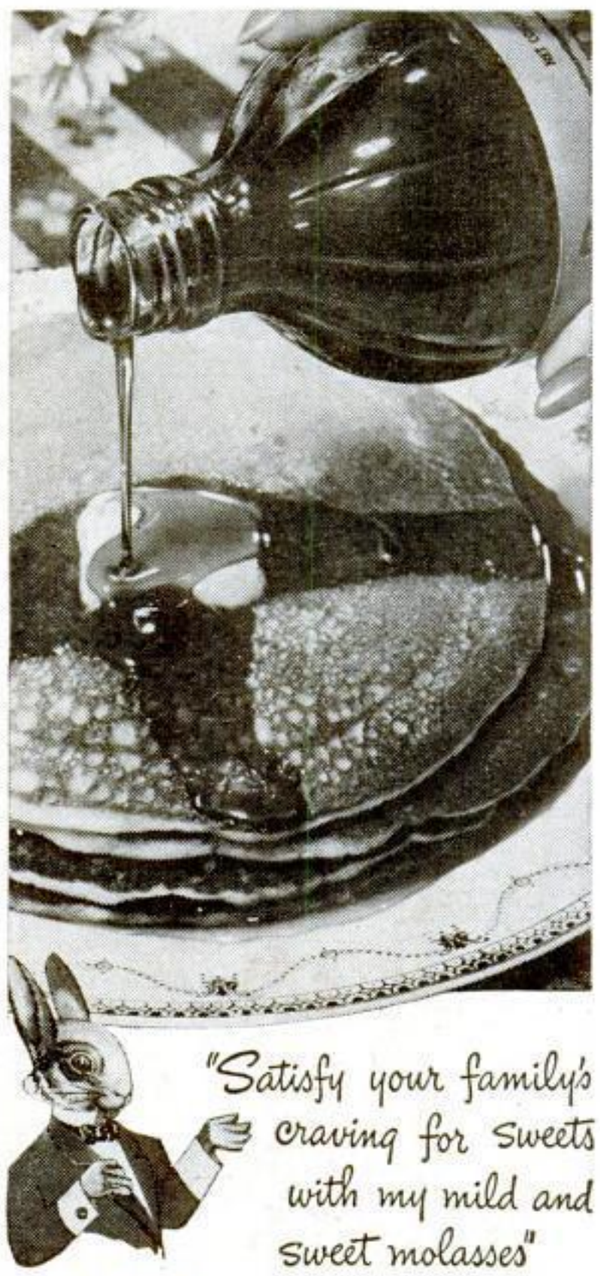
BRISTOL invented this Beauty. Use it for any type of fishing you will, in lake, pond, brook or river. Use it for dock fishing, anchor fishing, trolling, bait casting, yes, even fly casting. A locking device (A) at each joint lets you fix this rod securely at any length you wish in a jiffy. Popular priced, it comes equipped with colored cast aluminum reversible handle with locking reel band and cork grip.



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Pancake Treat!

GOLD LABEL Brer Rabbit New Orleans Molasses



Don't let the shortage of sugar and syrups deprive your family of the sweets they need. Let them enjoy *Gold Label* Brer Rabbit Molasses.

Gold Label Brer Rabbit is highest quality, *light* molasses. Deliciously *mild*—and sweet. Over 60% natural sugar—straight from the sugar cane.

√ On pancakes, waffles, corn bread or French toast—this fancy light molasses is downright mouth-watering... **√ As a spread for bread**—youngsters enjoy it when they're hungry between meals. And it gives them extra iron! . . . **√ For cooking**—*Gold Label* Brer Rabbit Molasses gives a *delicate* molasses flavor. (If you prefer a *richer* molasses flavor, use the *Green Label*.)

Brer Rabbit Molasses

Rich in Iron



Iron is needed for good red blood



YOUNG HOME IN NEWPORT, R. I. IS A 40-ROOM TUDOR VILLA

ROBERT R. YOUNG CONTINUED

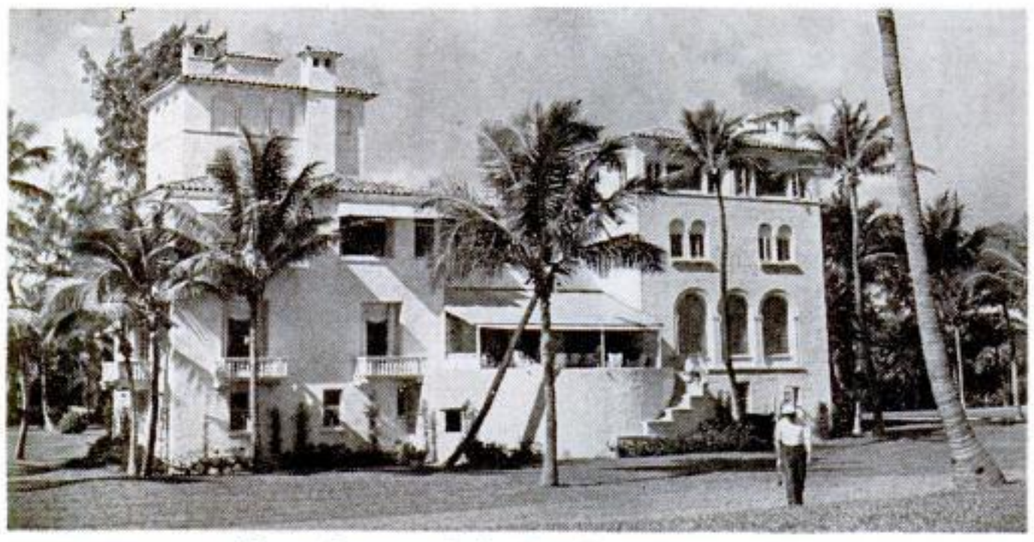
The horrors of wartime railroad travel were bad enough to cause Young to think long and hard about what he termed "the advanced state of decay" of the 7,000 "rolling tenements" of the Pullman fleet. Accordingly, when a federal court ordered the Pullman Company to comply with the antitrust laws and divest itself of either its manufacturing or its operating business, Young consulted his Cleveland banking friend Cyrus Eaton and came up in 1945 with a $43,000,000 bid for the Pullman operating pool. Balked in his attempt to buy the Pullman car pool by a Philadelphia court, which in effect awarded the Pullman fleet to a "buying group" composed of the big railroads, Young came back with a charge that the same "dam-bankers" who dominated the Central and other railroads also dominated the Pullman Company. He proposed to take the fight on up to the Supreme Court, which is scheduled to pass on its merits this session.

Young's idea is that if the American railroads would replace their Pullman and coach equipment every seven years the resulting mass manufacturing orders would make the U.S. economy depression-proof. In a lyrical flight in testimony before the Interstate Commerce Commission, Young argued that railroad merchandising practices were antiquated beyond belief: the entire advertising budget of a $30 billion industry was only $5,000,000 a year, which was just about what "a good-sized toothpaste company" spent on advertising. If the railroads would only follow the promotional practices of Coca-Cola, Young said, they would soon get the traffic to justify replacing their equipment every seven years.

Young is always saying that he never gets an original idea from anyone who has grown up in the railroad business, although he makes an exception of Bob Bowman, his C & O and Pere Marquette president. For years railroad men argued that through transcontinental service to the Pacific Coast was impractical for the seemingly very simple reason that it was easier to assemble passengers from Boston, New York, Baltimore, Virginia and the Carolinas at some central converging point in the Middle West. But when senators and movie tycoons griped to Young about the waste of time in Chicago, Young evolved the ad about the hog who didn't have to change trains. His experience in the fight for through transcontinental traffic led him to believe that fustiness lurked everywhere in standard railroad practice.

There was the matter of car technology, for example. When Young decided to buy two new streamliners for the C & O and two for the Chicago-Grand Rapids-Petoskey run of the Pere Marquette, he was struck with the limited capacity of the de luxe car-building

CONTINUED ON PAGE 114



THE TOWERS, Young home in Palm Beach, was once owned by Radio Manufacturer A. Atwater Kent. Utility Tycoon Harrison Williams lives next door.



● Hot Dan's sandwich is quick, different, *delicious:* Spread one slice of bread with French's Mustard; the other with peanut butter, and put the 2 slices together. Fine for hearty appetites!

A blend of the finest spices and mustard seed money can buy!

Largest Selling Prepared Mustard in U.S.A. Today

Also made in Canada



YOUR CHANCE FOR FAME . . . Pictured is lovely Joan Smith, winner of the last Stardust Beauty Contest, now a Walter Thornton Pin-Up Girl. Enter our 1947 Contest now, YOU may be the lucky winner of $500 first prize or 27 other awards! Just send recent non-returnable photo, with height, weight, bust, waist and hip measurements before May 31, 1947. Decisions of famous beauty judges are final. Mail entry to P. O. Box 65, Station F, N. Y.

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Helen
Neushaefer

An Apology

to the Women of America

On June 15th of last year, I published the first of a series of full page, full color advertisements in national magazines.

It was an announcement of my new nail polishes, containing my post-war chip-proofing, miracle ingredient *Plasteen*. Millions of women who saw this and later advertisements were told where to go to purchase my new polishes.

But when they went, they were told by the courteous girls behind the counters, "Sorry, Helen Neushaefer's new nail polishes haven't come in yet."

Until recently, few stores were able to give a better answer to thousands of women.

Here's What Happened

Plasteen—the miraculous new discovery of my cosmetic chemistry laboratories had not become available in anywhere near the quantity I needed to meet your wants.

This precious substance which helps shockproof nails against chipping and adds new brilliance to nail-dos, could not be produced as quickly as early plans had promised. Rather than release an ordinary, old-fashioned nail polish (*without* Plasteen), I held up all shipments.

The situation has been corrected. Now Helen Neushaefer nail polish—each beautiful shade containing *Plasteen*—can be found at chain store and leading drug cosmetic counters everywhere. Only ten cents in the large, beautiful pyramid bottle. I assure you that you can buy no finer, no longer-lasting nail polish at any price.



Sincerely yours,

Helen Neushaefer

Distributed by A. Sartorius & Co., Inc., 80 Fifth Ave. New York 11, N. Y.

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YOU ARE INVITED

to become a member of the world's foremost After-Shave Club

★ Join the discriminating men who enjoy refreshing Aqua Velva on the face after shaving. Cool, bracing Aqua Velva leaves your face feeling smoother and more fit—gives a fresh, clean scent. And it helps protect against chapping.

Use Aqua Velva regularly for a thrilling, luxurious finish to your shaving. It's the world's most popular after-shave lotion. The J. B. Williams Company, Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



ARISTOCRATS OF THE PIPE RACK

SMOKE Weber NONE BETTER

Select imported briar, beautifully hand finished. Unsurpassed for fine craftsmanship and superior smoking qualities. Fashioned with the new exclusive moisture-proof "DRI-SMOKER" for cool, mellow smoking. The choice of discriminating pipe smokers everywhere . . . $3.50 to $15

SEND FOR FREE BOOKLET "Facts about IMPORTED BRIAR PIPES"

Illustrated is an Apple Saddle, Virgin De Luxe $7.50

C. B. WEBER & CO. · Manufacturers · 151 CATOR AVE., JERSEY CITY 5, N. J.



DUKE AND DUCHESS OF WINDSOR are entertained by Mr. and Mrs. Young at Newport. Windsors are current Palm Beach guests of the Youngs.

ROBERT R. YOUNG CONTINUED

industry. Young's subsequent decision to replace every bit of passenger equipment on the C&O involved waiting for months for delivery. He even had to fight the established engineers for obvious technological improvements on his new trains. For years Timken Roller Bearing had been urging freight-car purchasers to do away with their wasteful practice of ordering cars with friction bearings. But no railroad was willing to make the first break with tradition. There was reason for this, for freight cars spend a good deal of their lives on railroads belonging to the other fellow, and no single railroad wanted to spend money to help its neighbor until the neighbor was ready to reciprocate. But Young decided to break the impasse and is ordering freight cars with roller bearings for the C&O. His president, Bob Bowman, has assured him that the new bearings will increase the coal-carrying capacity of a coal car from 50 to 70 tons, which will result in a 40% increase in the total tonnage of each C&O coal train.

Young's young men

WHEN Young began house-cleaning in the C&O he was amazed to discover that it had no personnel records and no system of orderly retirement. Septuagenarians and even octogenarians held onto their jobs, and nobody knew where to find young men of talent to replace them. Insofar as he has been able to do it without ruining the morale of old hands, Young has been infiltrating the C&O system with young men, preferably of war service and aviation backgrounds. His director of research, Ken Browne, has an aviation-engineering past. His Cleveland public-relations man, H. L. Porterfield, is a 32-year-old Texan out of the Air Transport Command; his New York legal aide, 33-year-old William MacMillen, is also from the Air Forces. His general public-relations man, 36-year-old Tom Deegan, formerly worked for American Airlines. His new traffic vice president, 37-year-old Arthur Genet, comes out of a background of banking and general selling. His Washington economic adviser is 34-year-old Joe Borkin, fresh out of a trust-busting career in the Department of Justice. And his personnel man, 32-year-old Charles Hook Jr., comes from the steel industry. Incidentally, Hook is undertaking a study of how to stabilize employment in the railroad business. His plans are for the C&O to build up a fund out of profit-sharing in good times to take care of the men during bad times, which is a combination of profit-sharing and the annual wage. This "countercyclical planning" appeals to Young, who is also proposing a countercyclical maintenance-of-way budget that will permit the C&O to do its track repairs during periods when Lewis is striking the coal mines.

Since railroads run on strict schedules and precise traffic controls, the business breeds a literal-mindedness that finds Young's more imaginative flights hard to take. The famous hog ad caused utter consternation among trainmen for the simple reason that a hog *can't* cross the country without changing trains. (According to ICC regulations, a hog has to be detrained every 28 hours and fed and rested for five hours.) Older trainmen also resent Young's ability to grab the headlines as an "originator" for things in which his role is at best that of a skillful midwife. They argue that the railroads' general-passenger association was circulating three dif-

CONTINUED ON PAGE 117

Copyrighted material

CARLING'S Red Cap ALE

Born in Canada in 1840



Now going great in the 48 states

It's better, not bitter . . .
deliberately different . . . a light,
bright flavor, cross-blended
for the American taste.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

Copyrighted material



"Here's how we lived and loafed during our long week's vacation under Bermuda's blue skies!"



1st Day "Jack and I felt as if we were *already* in a 'different world' the minute we stepped aboard the big, comfortable 4-engine Clipper at La Guardia Field, New York! . . . And only a few hours later, we were sight-seeing in a Bermuda Victoria.



2nd Day "Imagine eating outdoors at this time of year! After a noontime swim, and our first hour of sun-bathing on one of Bermuda's many beautiful beaches, Jack and I had a delicious lunch, served on a terrace overlooking the blue Atlantic.

By CLIPPER your "week" becomes

NINE DAYS IN SUNNY BERMUDA

Now only 3 hours from New York



3rd Day "Part of Bermuda's charm lies in its old-timers whose families have lived on the Islands for three centuries! This photo, one of my favorites, shows Mr. Adcock, retired lighthouse keeper, pointing out a coral reef near Horseshoe Bay.



4th Day "Bikes in Bermuda are fun, so we pedalled leisurely through winding lanes, amazed at the beauty of the flowers . . . A couple we'd met on the Clipper were returning from golf, and told us how much we'd enjoy playing on Bermuda links.



5th Day "Our friends were right . . . Bermuda's courses are lovely to see and fun to play. I snapped this shot of Jack, making a difficult recovery from a sand trap . . . right onto that marvelous green!



6th Day "Winter?...It scarcely seemed possible when you saw glorious flowers like this . . . And to think that back in New York, only 3 hours away by Clipper, the skies were, no doubt, cold and gray!



7th Day "There are so many things to do and see in Bermuda that every day seems like a *different* vacation! Sometimes we just loafed in the sun, looking out across the long coral beaches . . .



8th Day "... on other days, when we'd been in Bermuda a while, and had become used to the sun, we spent *hours* on the beach . . . enjoying the swimming, the sunlight and the roar of the surf!



9th Day "Jack grumbled a bit when I dragged him shopping for some British imports . . . But we met a friendly couple, the Barrys . . . and Mr. Barry turned out to be a good customer of Jack's firm. Jack admitted, later, 'Say! I'm glad I came!'



And so home "... on the swift sure wings of the giant Clipper. We heard the Stewardess telling Mr. Barry that the Clippers have flown more than *half-a-billion overseas miles* . . . That record explains Pan American's wonderful service!"



A great tradition makes you our guest when you go by Pan American. In addition to daily flights between New York and Bermuda, giant 4-engine Clippers fly you to Europe, Africa, Alaska, Latin America, Hawaii, the Orient and Australasia. For rates and reservations, please see your local Travel Agent or Pan American.

PAN AMERICAN WORLD AIRWAYS

PAA

The System of the Flying Clippers

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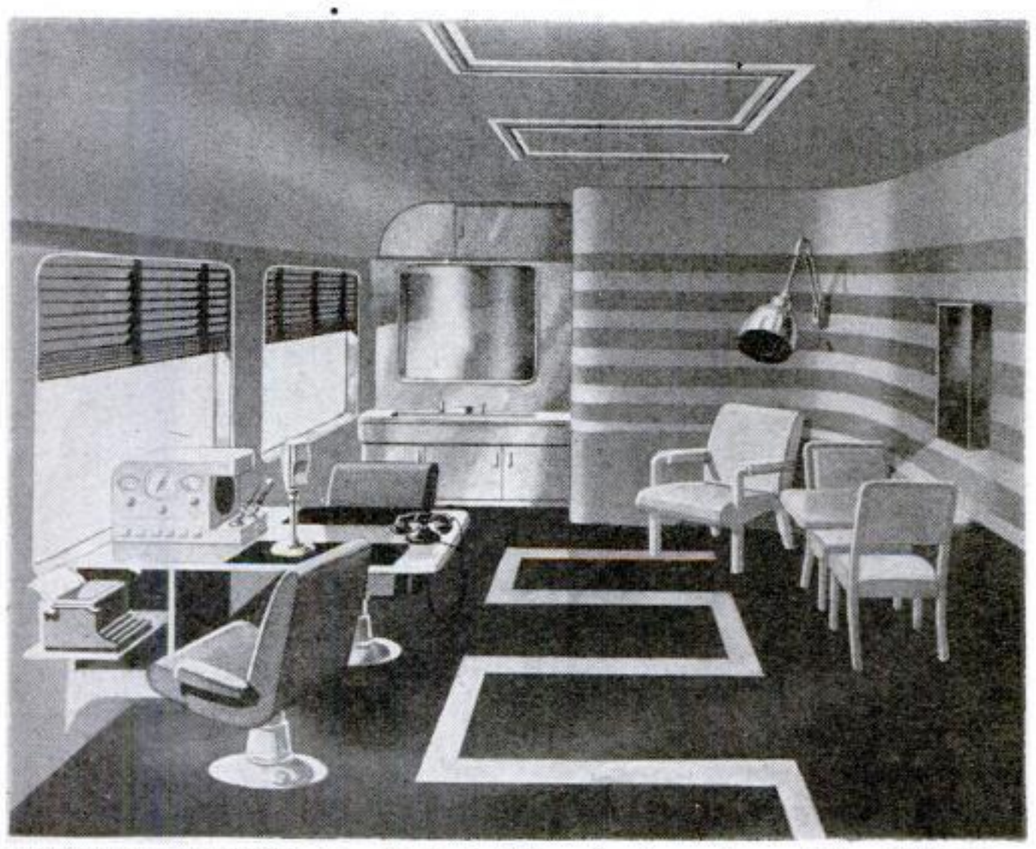
ferent credit plans at the very time Young announced his own credit-card idea. As for the notion of showing movies on trains, they point to the Atlantic Coast Line's experiments with recreation-car movies before the war. Moreover, they say that the pay-on-train idea, while it may work in Michigan where passenger loads run as high as 150 on a good day, could not possibly succeed where the traffic density runs up to 700 or 800 people per train. Mr. Young's answer to this is that any number of people could be accommodated if the ticket agents were taken out of the stations and put on the cars.

But even though Young may grab a headline or two for something that has been pioneered in silence by the Atlantic Coast Line or the Burlington, railroad men would do well to listen to their goad and gadfly. Ever since the day of land grants and rebates, the railroads of America have been a symbol of "monopoly," whether deservedly or not. And the fact that only 15 years ago the western railroads, including Averell Harriman's otherwise progressive Union Pacific, were party to an agreement *not* to install air-conditioning without first consulting each other does not look very good in the record.

Anyway, the true measure of Young's value is not his "originality." The greatness of American industry has been its discovery of the "American system" of mass manufacture at progressively lower unit cost. Young has been scoffed at as a "Wall Street man," which indeed he was. But more to the point is his experience as an automobile man; he grew up in the General Motors organization during the years in which the Chevrolet, by radical changes in design and aggressive mass manufacture, actually took the play away from the Ford. Young has competition in his bones, and competitive aggressiveness is what the railroads most need as the airlines and motor highways spread.

Besides, as Young says, it is not only the iron horse but the whole competitive system that is on trial. No New Dealer, Young talks like a Liberty Leaguer when he is denouncing the boondoggling of the '30s. But unlike a Liberty Leaguer, he goes on to denounce his fellow industrialists for permitting the capitalist system to break down. Since the business system had to pay for the boondoggling out of taxes and inflation, Young argues that it might better have spent the money directly on its own projects. "Why," he asks, "put patronage and gratitude into the hands of politicians when business can keep them for itself if it only uses some imagination?"

The question may seem less rhetorical in 1947 than it would have seemed in 1932. But if it's true what they say about the virtues of free enterprise, the time to begin practicing it is now, before the ha'nts of "recession" begin to scare us into paralysis. "What I hate most in the world is a hypocrite," says Young. This marks him as a revolutionist among the lip-service votaries of competition. But if Young is a revolutionist, he is strictly in the American tradition of Ford, Carnegie, *et al.* He even has ideas about—and investments in—the movies; one of his Pathé Industries, Inc. companies acts as U.S. agent for Britain's Arthur Rank. Before Young takes on Hollywood, however, he wants to finish his job in railroading; he wants to be known as the man who put all America *comfortably* on wheels.



FUTURE DESIGNS, stimulated by Young's pioneering spirit, will feature phone and stenographic service, like this American Car and Foundry model.



When skin irritations itch and make you miserable, *get quick relief* with ZEMACOL. It's soothing and *invisible*—doesn't stain the skin or clothing. *Antiseptic—germicidal—fungicidal.* Try it tonight. 50¢ and $1 at all druggists.

T. M. Reg. U. S. Pat. Off. A Norwich Product Norwich

LIFE IN MASSACHUSETTS

More residents of Massachusetts read LIFE than any other weekly magazine—874,000 every week! As a matter of statistical fact, LIFE is the most widely read weekly magazine in every other state, too.

22½ Million Readers Coast to Coast

NOSE STOPPED UP FROM A COLD?

Remember

"there are no better Cough Drops than LUDEN'S"

Medicated for CLOTHESPIN NOSE



LUDEN'S MENTHOL COUGH DROPS

Don't laugh off bleeding gums

YOU MAY BE GETTING

GINGIVITIS



4 out of 5

May Have This Sly Enemy of Firm Gums and Handsome Teeth!

When people brush their teeth and their gums bleed—too many of them pay no attention. Now don't *you* be so foolish—

Because tender, bleeding gums are often some of the first signs of Gingivitis—a mild gum inflammation but a wicked foe of firm gums and healthy, handsome teeth.

Neglect of Gingivitis often leads to dreaded Pyorrhea, which only your Dentist can help. See him every 3 months. Then at home to—

Help Gums Be Firmer—Teeth Naturally Bright

Massage your gums and brush your teeth twice a day with Forhan's Toothpaste—the famous formula of Dr. R. J. Forhan for BOTH massaging gums to be firmer—more able to ward off infection and for cleaning teeth to their lovely natural sparkle.

Notice the *difference* even after the first time you use Forhan's. Your gums feel *so invigorated.* Your teeth look *so clean.* You'll like its refreshing tangy taste, too!

Used and recommended by many dentists for over 30 years. Buy a tube at any drug, dept. or 10¢ store.

NO HARSH ABRASIVES IN FORHAN'S!

use Forhan's with massage

FOR FIRMER GUMS—CLEANER TEETH

Copyrighted material

Toni Drake



"CIRCE" Sorcerer anklet pump with removable bracelet strap. Black suede. Red, blue calf. Black patent. 9.95

America's most size-deceiving shoes



8.95 Bracelet sandal 9.95

"SMALL FRY" The closed toe and heel pump that made Toni Drake famous! Black suede. Red, blue, brown, black kid. Black patent. 8.95

"SNUB NOSE" Impudent spectator in choice of five combinations. White suede with brown calf trim. Also, white suede with blue, green, red, or black calf trim. 8.95

If you have tiny feet, thank your lucky stars!
If not, Toni Drake shoes make people think so!
The swooping vamp and rounded toe do the trick.
Walk, dance, live in them . . . Toni Drakes are divinely comfortable. Rush your order . . .
no other shoes make feet look so small.

AN ALMOST UNBELIEVABLE RANGE OF SIZES:

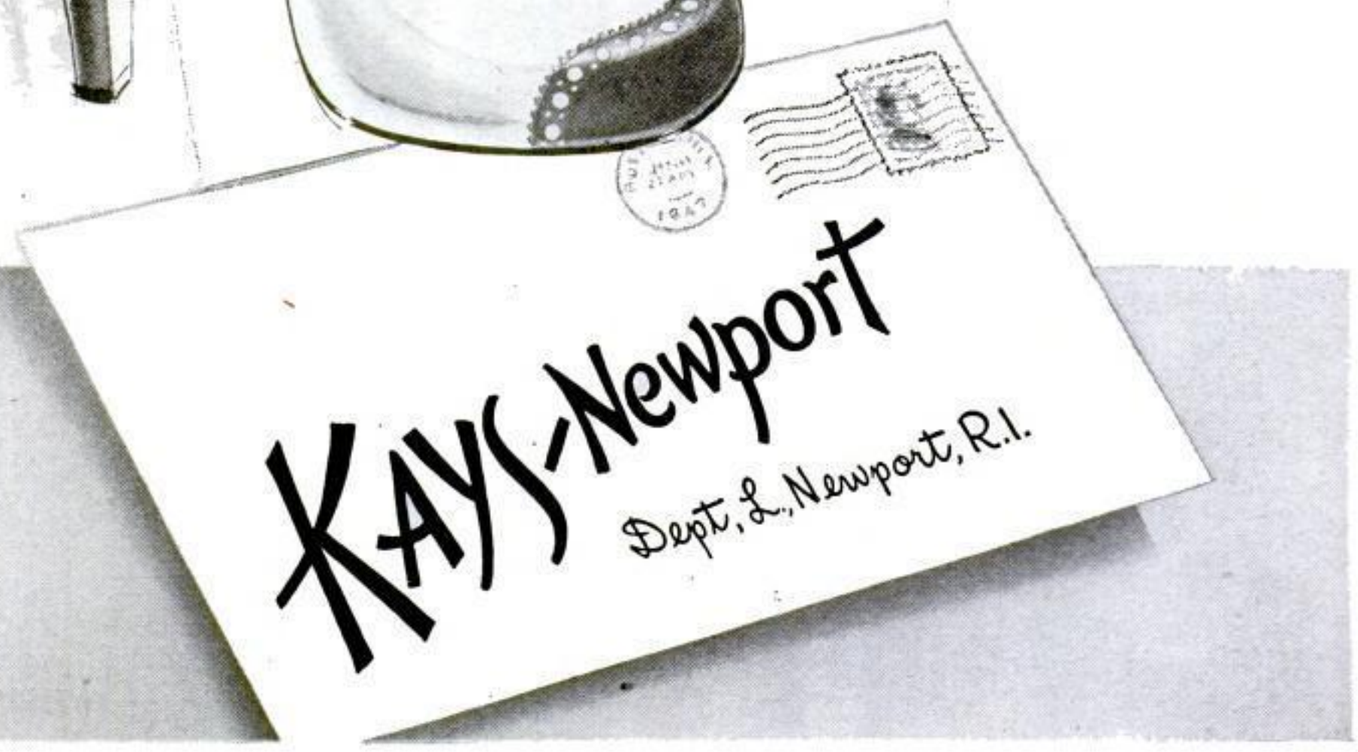
Widths	Sizes
AAA	5 to 10
AA	4½ to 10
A	4 to 10
B	2½ to 10
C	2½ to 10

State regular shoe size for correct fit
WRITE FOR NEW SPRING CATALOGUE

KAYS-NEWPORT, Dept. L., Newport, R. I.
Send my TONI DRAKE shoes in:

Prs.	Style	Color	Material	Size	Width	Price

Name _____
Address _____
City _____ State _____
Second color choice _____
Check ☐ Money Order ☐ C.O.D. ☐



Copyrighted material



AT U.C.L.A. STUDENTS NOW WEAR TRIM SWEATERS TUCKED IN THEIR TAILORED SKIRTS. SADDLE SHOES ARE BEING REPLACED BY NEAT BLACK "FLATS" (RIGHT)

COED CLOTHES

Tidy and tucked-in, they make their wearers look like women

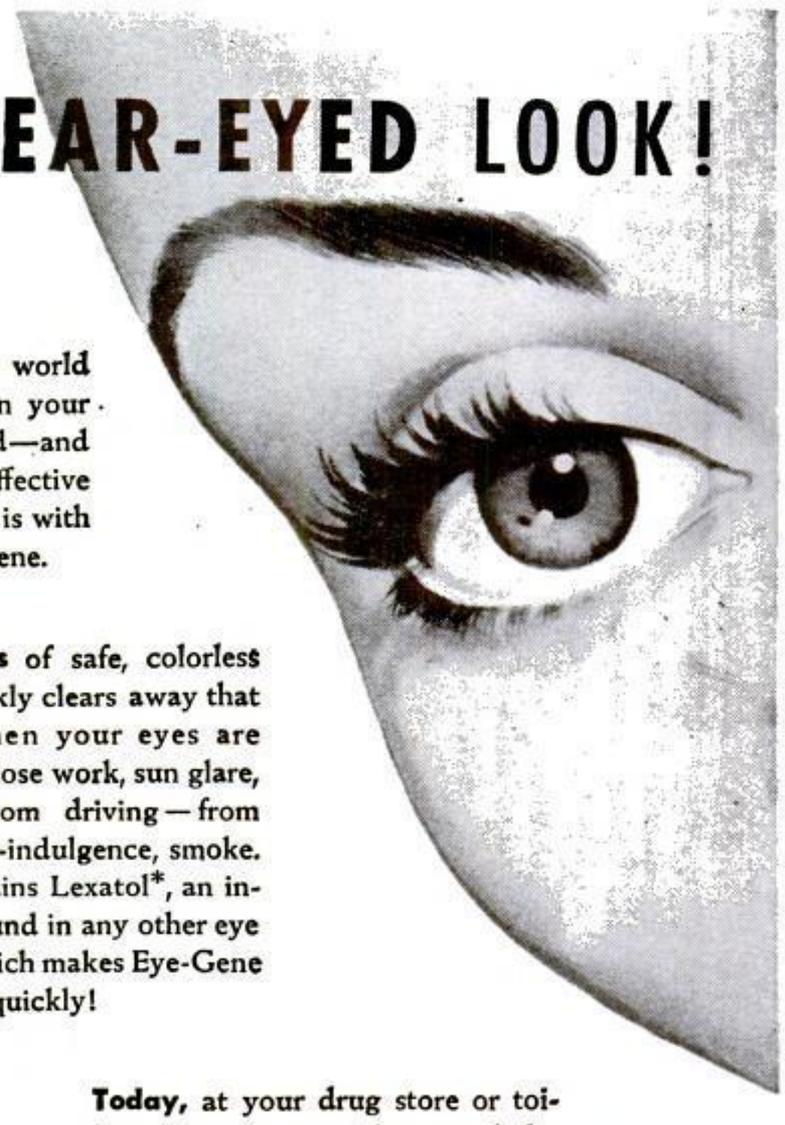
During the war some supreme female urge—or the lack of one—seemed to be driving the U.S. college coed to look as unattractive as possible. She slouched around the campus in "Sloppy Joe" sweaters too big to do what sweaters are supposed to do for their wearers. She shod herself in dirty old saddle shoes and sometimes even ventured out of dormitories in rolled-up blue jeans and large men's shirts with the tails out.

This year the men and the old urges have returned in force to the campus. As LIFE (Aug. 26) predicted before college opened last fall, the coed all over the U.S. is now going neat. She tucks her sweater trimly in her belted, well-tailored skirt. Her shoes are spotless. She dabbles in pinned-up scarves and cute ribbon ties. Her formal party clothes are sleek and shoulderless. Only in or around her dormitory or sorority (*cover*) does she dare to dig out the old blue jeans and look like a girl who does not care whether or not she looks like a girl.

CONTINUED ON NEXT PAGE

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THAT CLEAR-EYED LOOK!



You look fresher and the world looks brighter to you, when your eyes are clear and refreshed—and one of the most pleasant, effective ways to keep them that way is with delightfully soothing Eye-Gene.

Just two drops of safe, colorless Eye-Gene quickly clears away that tired look when your eyes are strained from close work, sun glare, the movies—from driving—from late hours, over-indulgence, smoke. Eye-Gene contains Lexatol*, an ingredient not found in any other eye preparation, which makes Eye-Gene so effective so quickly!



Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use . . . comes in 20¢, 60¢ and $1 sizes.

EYE-GENE *eye drops*

*Registered trademark

BESTFORM



BESTFORM ~ *GIRDLES . . . BRAS . . . ALL-IN-ONES*



COLD-WEATHER CLOTHES, though bulky, have a neat buttoned-and-belted look. Here at Minnesota sharply pressed slacks are also worn (*right*).



RIBBON TIES add a cute feminine touch to plain white blouses at Texas.



FANCY SCARVES are pinned up. A windblown effect is not desirable.



SLOPPINESS REAPPEARS when girls are safe in their rooms. Then, like these U.C.L.A. coeds, they can kick off shoes and revert to comfortable clothes.

CONTINUED ON PAGE 123

Copyrighted material

These little men make a great Martini



You couldn't do without them
. . . and still get a really *great* Martini. For they lift a Martini up to greatness by starting it off right with . . . *great gin!*

Here's what they do.
Those little men symbolize the *real* men who grow and harvest Hiram Walker's prized IMPORTED BOTANICALS . . . tangy cassia from China, spicy juniper from Italy, delicate herbs, roots and berries from many lands . . . the world's finest.

Even the best isn't good enough
for Hiram Walker's Gin in some years. You see, fine as they are, these botanicals are finer in *some* years than in *others* . . . they have their best, their "vintage" years. *Only then* do we buy them.

Make your good Martinis GREAT.
Even the best mixers agree on this: *Hiram Walker's Gin makes a Martini something to be remembered!*



90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.

HIRAM
WALKER'S
Distilled London Dry
GIN

Copyrighted material

Mile-High Luxury ...

Banff and Lake Louise

IN THE CANADIAN ROCKIES



Banff Springs Hotel... palatial centre of a world-famed mountain playground.

Nature built a mile-high paradise for play at Banff and Lake Louise. Here you'll find everything for the perfect vacation . . . golf, tennis, riding, hiking, swimming, spectacular mountain motoring, or just plain relaxation. Outdoors in the Canadian Rockies life can be rugged as you wish. Indoors, gracious living comes naturally in settings designed for dignified luxury. Season, mid-June to early September.

For full information consult any Canadian Pacific office or your own agent.



Lake Louise . . . splashed in gorgeous hues . . . reflects snow-capped Victoria Glacier. ←

Sky-line trails for riding or hiking abound in the Canadian Rockies. ↓



Canadian Pacific

RAILWAYS • STEAMSHIPS
AIR LINES • HOTELS
COMMUNICATIONS • EXPRESS



SPANS THE WORLD

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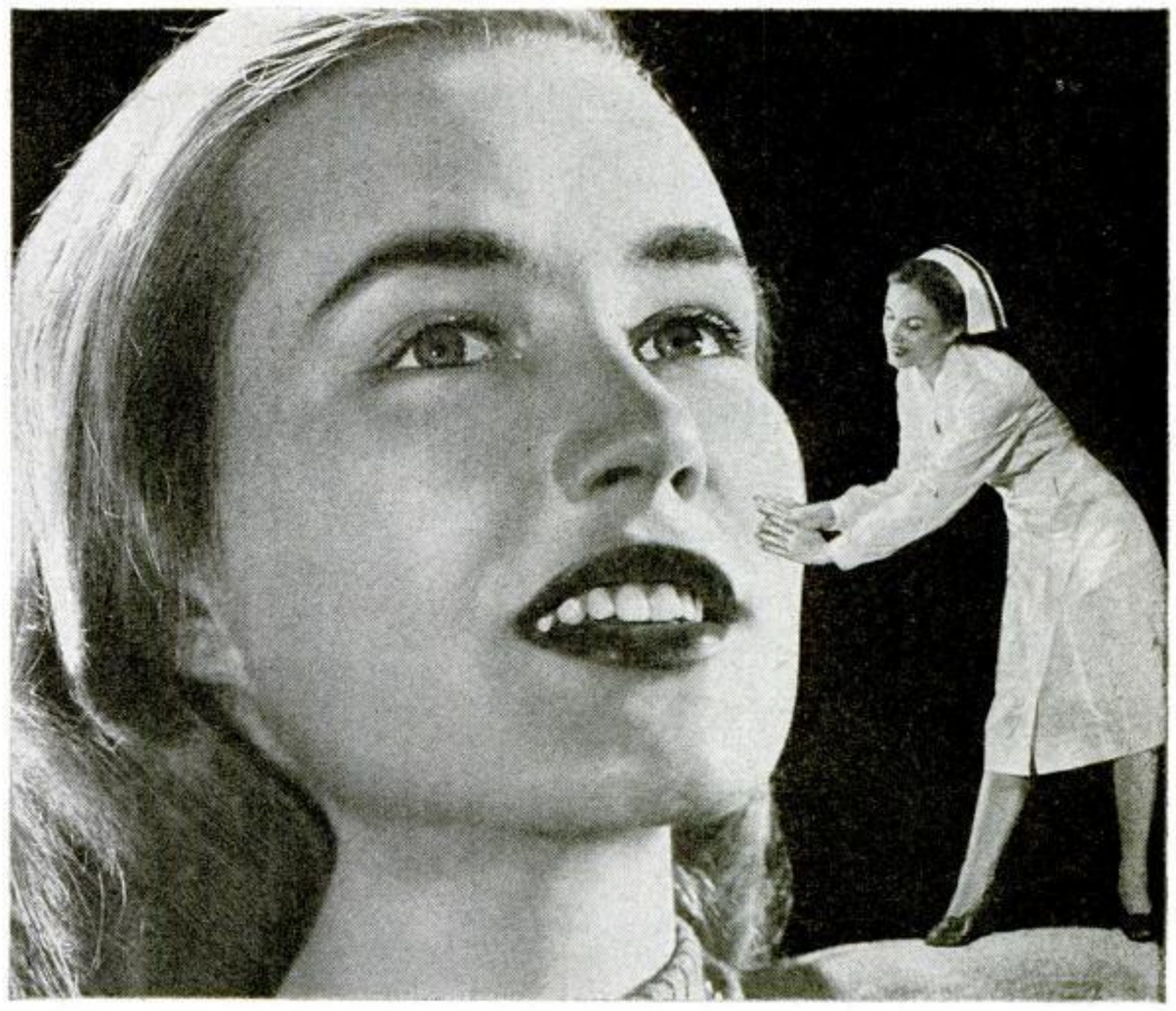
CONVENTION STILL TAKES A BEATING



FORMAL DRESS is usual for girls at Texas but even when they put on tuxedos boys wear cowboy boots. At any time, coeds keep dates waiting, as above.



SKI CLOTHES will do, even in ritzy hotel ballrooms, if formal clothes are not handy. These University of Minnesota skiers are dancing at Hotel Duluth.

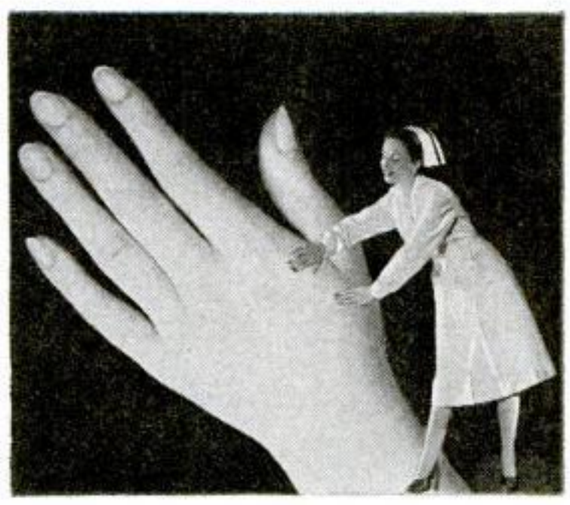


...for a lovelier complexion

let Noxzema nurse Your Skin

YOU want a skin lovely to look at—smooth to touch. Every woman does! Do as thousands of nurses do. Use Noxzema Skin Cream regularly as an aid to lovelier skin. It's medicated, greaseless. Use it as a night cream and a long-lasting powder base. See for yourself if this famous beauty aid doesn't help make your skin look more attractive . . . more beautiful . . . more *alive!*

Discovered by Nurses. Nurses in Baltimore were among the first to find that Noxzema is a valuable beauty aid that helps to soften rough, dry skin. They discovered, too, that Noxzema helps heal blemishes and other externally-caused skin irritations . . . soothes and smooths. Today Noxzema is used by thousands and thousands of women.



Helps soothe, soften, heal chapped hands. Actual clinical tests by physicians on the painful cracks and other skin irritations of badly chapped hands demonstrate that Noxzema soothes, helps heal hands faster—helps make red, rough hands become softer, whiter, lovelier—often overnight!

Over 20,000,000 jars bought yearly. Get your jar of Noxzema today. Use it regularly for that softer, lovelier look. Start now to let Noxzema nurse your skin!
Noxzema is sold at all drug counters—10¢, 35¢, 50¢ plus tax



Copyrighted material



AT A FORMAL DINNER, like the one shown above at the Cuban Embassy, guests sit in strict order of their Washington rank. Hostess, Señora Guillermo Belt, sits at the center on the right side of the dinner table. On her right is the Brazilian Ambassador, Carlos Martins (*being served*), who is the dean of the diplomatic corps. Second on Señora Belt's left and chatting with her is Mrs. Joseph E. Davies, wife of the former Ambassador to Russia. Husbands and wives are always seated apart from each other.

Copyrighted material

The Washington Social Season

Partygoers elbow each other at cocktails but sit decorously at diplomatic dinners

Washington, D. C. is a nonindustrial city whose major business is government and which produces only two things in profusion —laws and parties. This year production is high. Although Evalyn Walsh McLean, the capital's fabled hostess, is not entertaining this winter because she is in mourning for her daughter, other Washington socialites are making a brave effort to recapture the gaiety of prewar years.

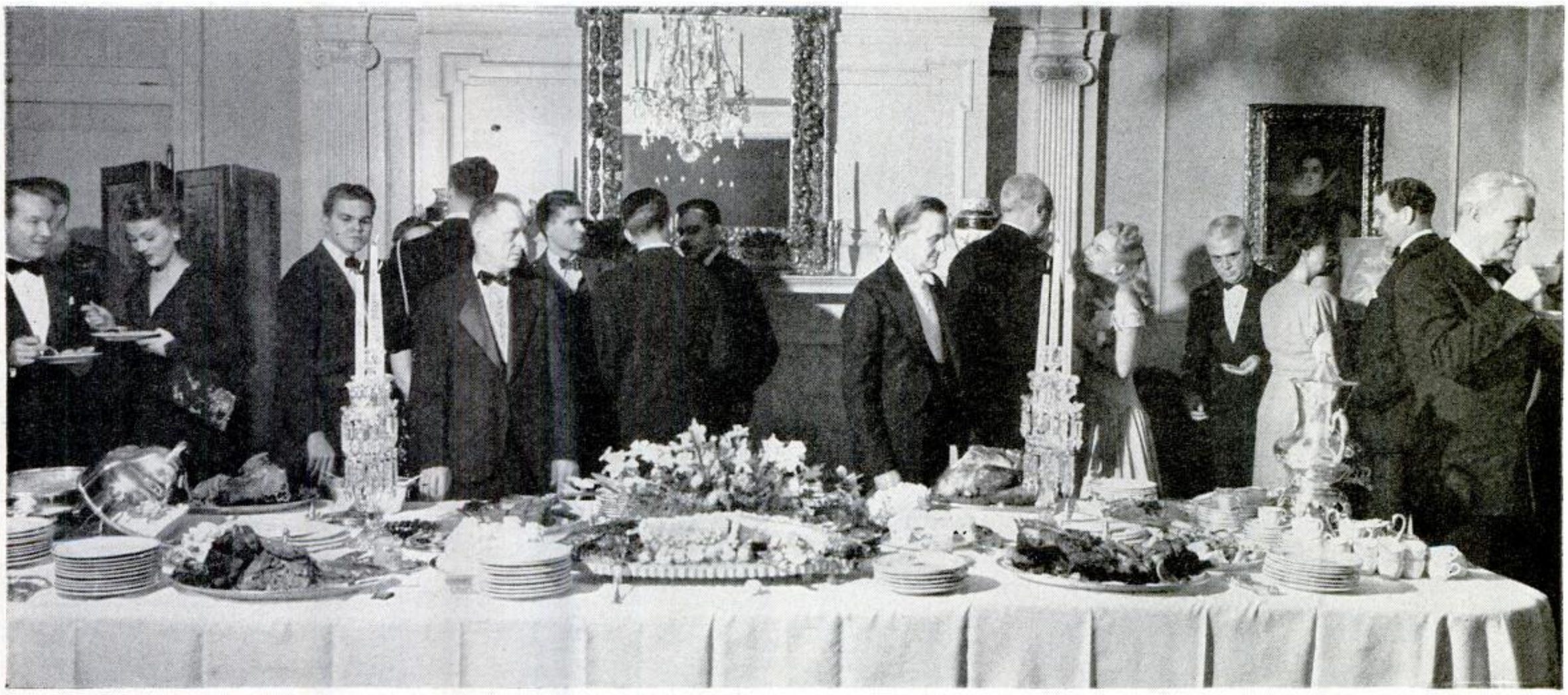
Since the last elections 128 new congressmen, mostly Republican, have moved into town, and these freshmen have much to learn. At dinner parties like the one at the left they will discover that the principle on which the society of democratic but precedence-conscious Washington rests is that nobody is anybody else's equal. They will also find that while the dinner party serves to discharge the host's social obligations, the capital cocktail party usually is given to promote something: a person or a cause. At such functions people chatter but do not listen. One socialite conducted an experiment on listening habits at a cocktail party by greeting everyone with her sweetest smile and crying into the din, "How do you do? Isn't this a fine party? Do you agree that your grandmother is a monkey?" Everybody smiled sweetly and nodded agreeably. "Yes, yes. Of course."

At buffets like that below the congressmen will see plates heaped full, swept clean, replenished and reliquidated. They may even see the little old lady who crashes big parties with a shopping bag, selects choice morsels from the gastronomic array, drops them in her bag and quickly departs. Nobody has ever been known to disturb her.

Congressmen will also note that the butlers, some of them veterans who hire out to different hostesses and embassies by the day, are the most stable element in Washington society. They know how good a party is. After one reception given by a prominent hostess, the butler congratulated her. "Madame," he glowed, "it was a most successful party. I knew almost everybody."



AT WASHINGTON'S COCKTAIL PARTIES THE GUESTS MOVE AT RATE OF THREE FEET PER HOUR



LAVISH BUFFET SUPPER is a favorite method of feeding a large crowd. This one was given in her house, once occupied by ex-President Hoover, by Mrs. Perle Mesta (*next page*) after a concert of the National Symphony. The supper included ham, turkey, lobster Newburgh, brown bread, angel cake, ice cream. *Pièce de résistance* was a Russian sturgeon garnished with lemons and greens. Guests ate only half of it. At right, sipping coffee, is Ohio Senator and G.O.P. hopeful John Bricker.

CONTINUED ON NEXT PAGE

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BEVERLEY ROBINSON SEEKS MATCH WHILE WIFE EXAMINES PARTY THROUGH HIGH-POWERED LORGNETTE



MRS. PERLE MESTA chats with new Republican Senator Edward Martin, ex-governor of Pennsylvania.

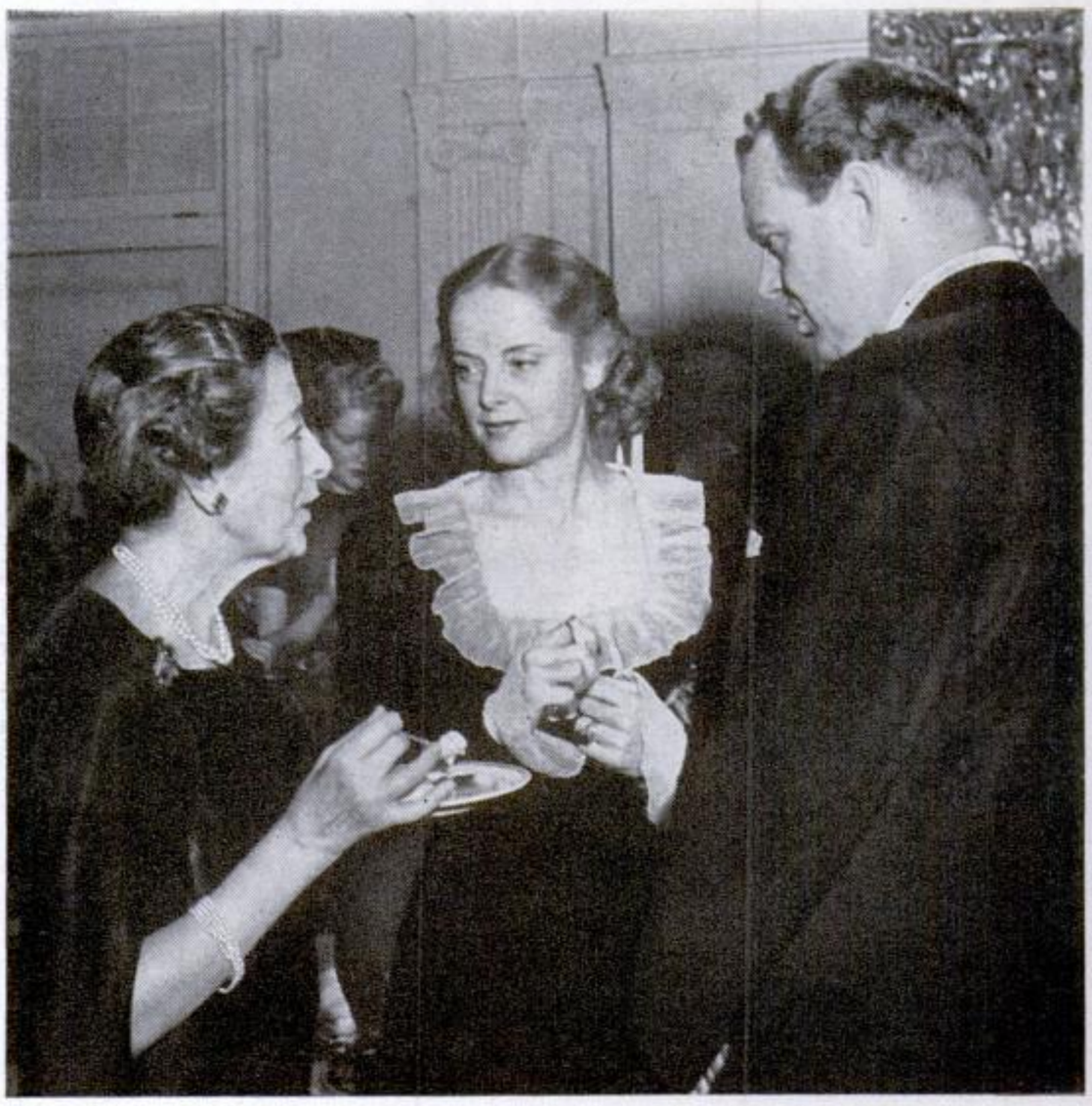
MRS. MESTA'S FORMULA IS BIG PARTIES, BIG NAMES

Washington has many kinds of hostesses: plain Midwesterners like the Trumans, who serve fruit punch and brownies; elegant oldtimers like Alice Longworth, who entertain select groups with little fanfare, and big splurgers like Mrs. Morris Cafritz (*page 132*) and Mrs. Perle Mesta, one of whose parties is shown here.

Ever since she hit Washington, backed by an Oklahoma oil fortune, plump, widowed Mrs. Mesta has been scooping the capital's social waters for big names. Important people flock to her parties to drink good champagne and Scotch, to eat sturgeon and lobster and to meet, they hope, even more important people. This opportunity to do a little business over the salad with otherwise inaccessible politicians (*page 129*) makes the guests as happy as Mrs. Mesta is to see her parties described in the next morning's paper as "brilliant," "glittering" or, when attendance is off, merely "scintillating."



OLDTIME PARTYGOER is retired Admiral Clark Woodward. Here he swaps some small talk with Mrs. Fred Vinson, the wife of the Chief Justice of the Supreme Court.



PRIZE CATCHES for Mrs. Mesta are handsome Presidential Adviser Clark Clifford, his wife (*center*) and the veteran Washington social leader, Mrs. Truxtun Beale.

CONTINUED ON PAGE 129

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World-famous California Wines

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Delicious with your meal
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A Colony cellar in California . . . whence come these fine wines for *you* to enjoy . . . wines made with slow, patient skill by the vintners of historic Italian Swiss Colony. Here, wine-growing is an *art* . . . a heritage handed down through *three* generations to bring you wines with wonderful fragrance, with marvelous flavor. For your delight tonight try one of Italian Swiss Colony's Gold Medal Label dinner wines. Also enjoy these delicious dessert wines. *Then* . . . you'll stock your *own* "cellar" with a *full line* of Colony wines!



Tip . . . try Tipo Red or Tipo White, the Colony's *pampered* dry dinner wines. So light, so dry, so delicious!

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Sound teeth need the protection of good tooth powder. The CAN protects tooth powder from moisture.



Laugh at winter when anti-freeze protects your motor. The CAN protects anti-freeze from substitution.



Family furniture heirlooms need polish protection. The CAN protects polish from dust and grit.



Fine woolens deserve moth spray protection. The CAN protects insect sprays against loss of strength.



Baby's health is protected by nutritious foods. The CAN protects baby foods against loss of nutrients.



Your cake reputation is protected by baking powder. The CAN protects baking powder from moisture.



Adhesive repair tape protects household damages. The CAN protects the tape's "stickum."



The wagging tail is protected by protein in a dog's diet. The CAN protects dog food against protein loss.



Household appliances demand lubricant protection. The CAN protects lubricants from dirt and dust.



Pipe dreams need protection, too. The CAN protects pipe tobacco against loss of moisture, freshness.



Beauty needs the protection of good cosmetics. The CAN protects cosmetics against contamination.



Smooth, danceable floors need the protection of floor wax. The CAN protects floor wax against drying out.

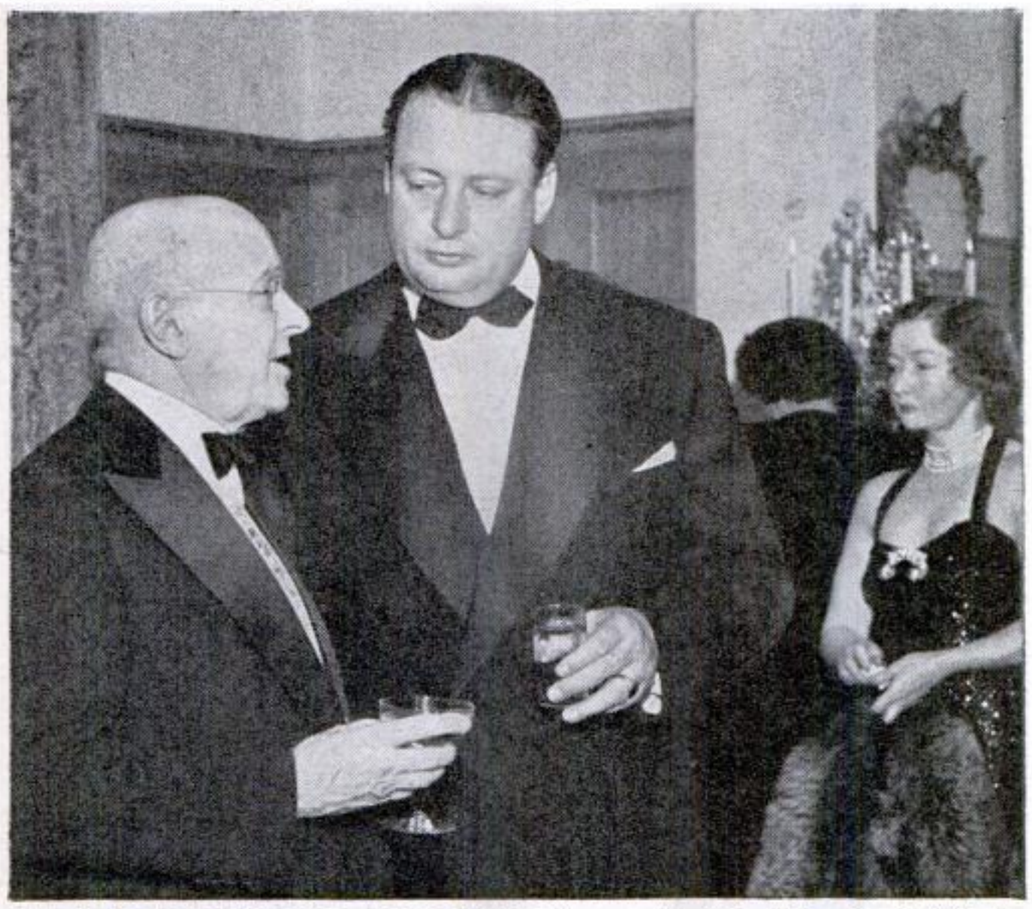
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GUESTS MIX BUSINESS WITH PLEASURE



A LITTLE GENTEEL LOBBYING is practiced by John Lord O'Brian (*left*), former WPB attorney, on Secretary of Interior Julius A. ("Cap") Krug.



DIPLOMATIC MANEUVERS are often conducted at dinner parties. Here Netherlands Ambassador Loudon makes a point with Senator Homer Ferguson.



THE PRESS seeks items. Here pert Columnist Mrs. Austine ("Bootsie") Cassini gets some tips from Commodore "Jake" Vardaman, a Truman confidante.

CONTINUED ON NEXT PAGE



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CAROLYN SHAW KEEPS A CARD FILE OF WASHINGTON'S SOCIALLY SELECT

PROTOCOL AND PRECEDENCE ARE STRICT

Mrs. Carolyn Hagner Shaw, Washington's social arbiter, interprets the rules of protocol which old-line capital "cave-dwellers" like Alice Roosevelt Longworth (*below*) practice. In her book, *The Social List of Washington, D.C.*, Mrs. Shaw points out, "It is well to remember that personal friendships do not count in Official circles. The rank of one's guest must be the deciding factor at all times." In some cases, however, difficult problems arise. Nobody has ever decided, for example, whether the Chief Justice takes precedence over a foreign ambassador. Inasmuch as both dignitaries are equally important and only one place can be filled at the hostess' immediate right, Mrs. Shaw's counsel is trenchant. "*Never*," she says, "ask them to the same dinner."



ALICE ROOSEVELT LONGWORTH, whose sharp tongue has enlivened Washington society for more than 40 years, is the daughter of Theodore Roosevelt. Still called "Princess Alice," she entertains rarely but well.

CONTINUED ON PAGE 132

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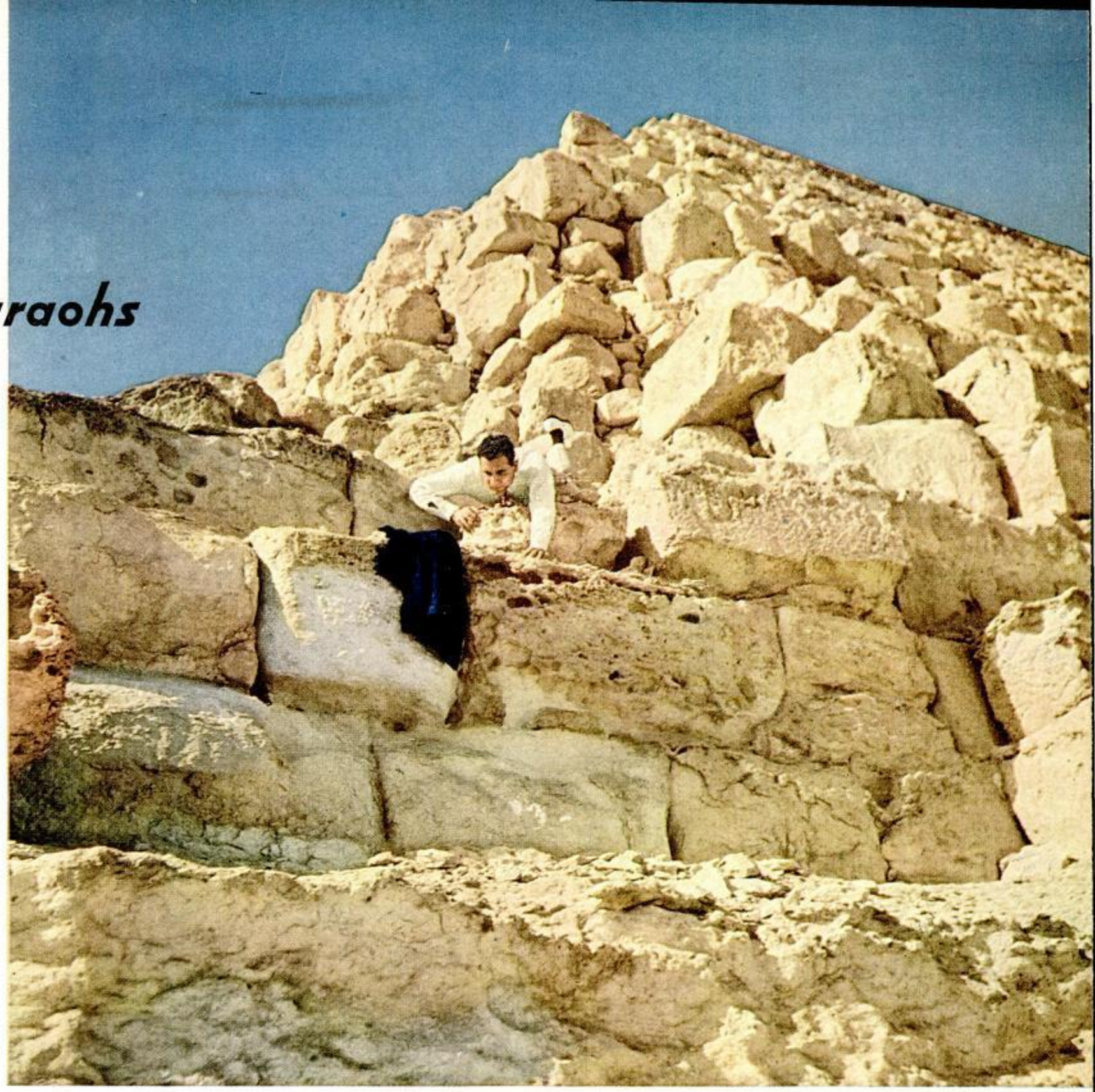
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



MRS. MESTA'S YOUNG RIVAL as a giver of lavish and gaudy parties is sloe-eyed Mrs. Morris Cafritz, a recent but successful arrival on Washington's social scene. Born in Budapest, Mrs. Cafritz is married to a real-estate operator who controls a big string of the city's apartments. Under the modernistic murals of her home in the wealthy Foxhall section she serves, according to guests, "more caviar than the Russians, more champagne than the French."

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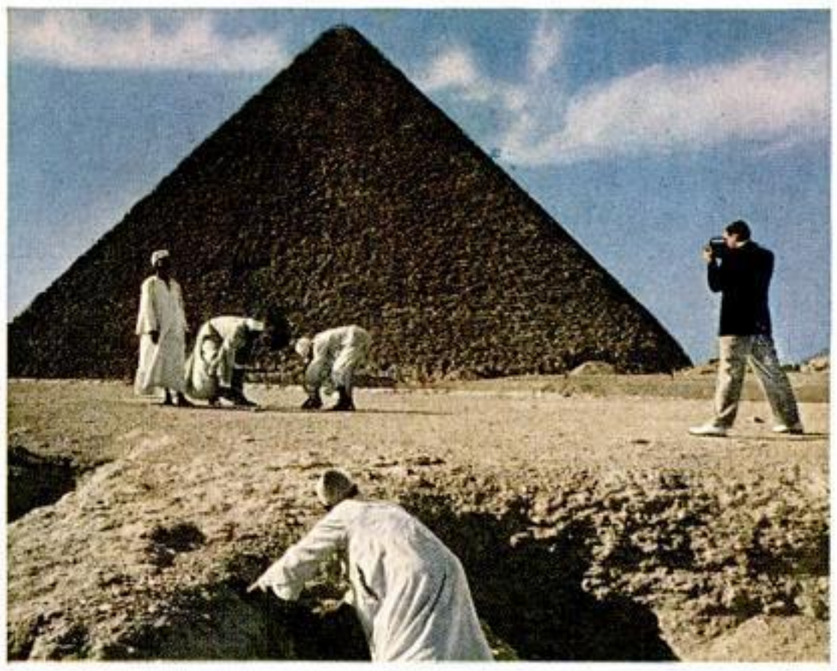
That tomb of Egypt's pharaohs was almost my tombstone!"



1 **"Believe me, I was scared!"** writes Bill Kelley, a Kansas City friend of Canadian Club. "I'd bet my friend I could scale the Great Pyramid and return in 45 minutes. Looked like a cinch . . . from a distance. Nobody told me till later that three travelers were recently *killed* in the 450-foot descent. The tiers are chest high, the shelves narrow. Every foothold smooth from erosion. On the way down I slipped and clung there head down, paralyzed with fear, until Arab dragomen rescued me. That was my *first* mishap.



2 **"Riding a camel,** I discovered, is a lot like flying a small plane in a big storm . . . only rougher. If The Sphinx could talk she should tell travelers *never* to ride a camel in the desert sun. I got off to walk . . . right into *more* trouble.



3 **"Getting a camera angle** on one of the Pyramids, I kept backing up for better perspective. Nearby were several open excavations 40 feet deep that archaeologists had made for exploratory purposes and never filled in. What did I do? You've guessed it. I fell in!



4 **"The Arab dragomen**—well-named—dragged **me out.** Lucky for a change, I'd landed on some soft sand at one side of the excavation's floor. A similar fall had killed an Englishman last spring. That was enough for *me*. I called it a day.



5 **"In the luxurious gardens** of Mena House nearby, I relaxed over Canadian Club highballs with an Egyptian friend. Easily the most luxurious hotel between Turkey and Casablanca, Mena House was the scene of the Cairo Conference. Those were the most *welcome* Canadian Club highballs I've ever enjoyed. It's always been my whisky, but I sure was glad to find it there that day before boarding a TWA plane for home."

6 **Egypt is only one of 87 lands** where travelers find Canadian Club in unexpected places, like an old friend from home. For people of widely varying tastes *agree* on the *good* taste of Canadian Club whisky . . . *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening, in cocktails before dinner, tall ones after. That's what made Canadian Club the largest selling imported whisky in the United States.



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